

# The REPORTER of Direct Mail Advertising

17 East 42nd Street • New York, N.Y. • Vanderbilt 6-0888

## BEHIND THE SCENES IN THE FIGHT AGAINST MAIL PROPAGANDA

### A Personal Explanation:

For more than twenty years, I have been connected with the business called Direct Mail Advertising. During these years, I have tried to increase respect for a great medium of advertising. I have taken cracks at fraudulent mail users. Racketeers in the business have been exposed without wasting time worrying about injured feelings.

Two years ago, a son of mine unearthed fragments of the scheme to undermine student thinking by well-planned propaganda distributed in the colleges. He said "You ought to be worried, Dad." I was.

That was how it all started. We conferred with students, parents, teachers, ministers, executives, etc. . . . and organized a volunteer sample gathering set-up. After a few months of investigation . . . it was obvious that there was a coordinated, skillfully-directed and tremendously effective campaign to undermine AMERICA through the medium of the MAIL.

I decided to do everything within my power and experience to break up this campaign.

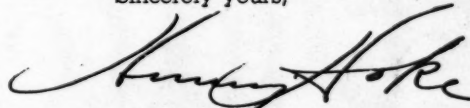
I belong to no organized patriotic or propaganda group . . . but the one man battle started two years ago could not have progressed without the assistance of many men and women among patriotic, business and religious organizations; plus (and it is a big plus) the readers of THE REPORTER and the members of the Direct Mail Advertising Association and the Mail Advertising Service Association. All working to keep America safe from any kind of a campaign . . . mail or otherwise.

Many red herrings have been pulled across the trail. Because the end of that trail is in sight; because so many people do not understand the real facts behind the present news, I am giving you now a factual, chronological review of the "War in the Mails" case to date.

*See pages  
5 to 16*

The stage is set for the show up—and the crack down!

Sincerely yours,



Publisher and Editor



# COLORFUL IDEAS

Dullchrome is an "idea" paper that has provided the foundation for thousands of successful direct mail pieces. Right now several of its colors are especially appropriate for pre-Christmas advertising.

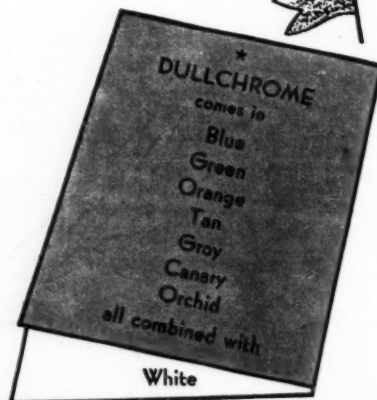
Colored one side—white one side—it takes fine screen halftones and is an ideal sheet for silhouette die-cuts and clever fold effects. To booklets, folders, broadsides it brings the effectiveness of high attention value at moderate cost. Creative advertisers will find in Dullchrome almost unlimited possibilities for outstanding mailings.

This portfolio is full of practical samples of interesting Dullchrome pieces—both letterpress and offset—together with a variety of layout suggestions demonstrating its wide versatility. Please write for it on your business letterhead.

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1010 Wisconsin Avenue

Appleton, Wisconsin



# Dullchrome

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## LETTERS . . .

Letters . . . from the pounding hoofs of the pony express to the flashing wings of the airmail planes;

Letters . . . people reaching across mountains, plains, oceans and towering cities with stubs of pencils, scratching pens, clicking typewriter keys;

Letters . . . girders forming a bridge between human hearts and minds;

Letters . . . man's way of wrapping up his thoughts and shooting them through space;

Letters . . . the alphabet in a million combinations, fighting, singing, orating, praying;

Letters . . . hurried notes jotted down on the run;

Letters . . . instructions for building bridges, dams, skyscrapers, and stirring up a cake;

Letters . . . powerful letters moulding the world, swinging men's fists, making men march, getting things done;

Letters . . . inspiring men, waking them up, lifting their sights, helping them grow;

Letters . . . pan letters and fan letters;

Letters . . . revealing the soul of humanity; letters in which the noblest men of earth have left the impress of their finest thoughts and aspirations;

Letters . . . big and little letters, and all those in between;

Letters . . . saying "Hello, how are you?" in all the languages of the world;

Letters . . . man's way of making the wheels go around . . . yesterday, today and forever.

**Reporter's Note:** Another reprintable ode to letters . . . from the fluid pen of Wilfred Peterson of The Jaque Company, Grand Rapids, Michigan.

"Dearest Annabel," wrote Oswald, who was hopelessly in love, "I would swim the mighty ocean for one glance from your dear eyes. I would walk through a wall of flame for one touch of your little hands. I would leap the widest stream in the world for a word from your lovely lips. As always, your Oswald.

"P. S. I will be over Saturday night, if it doesn't rain."

*In Transit,  
Atlanta Envelope Company.*

## THE REPORTER

## THE REPORTER OF DIRECT MAIL ADVERTISING

Edited by Henry Hoke, assisted by associate reporters all over the world

REPORT FOR OCTOBER 1941 . . . . . Vol. 4, No. 6

|   |    |
|---|----|
| BEHIND THE SCENES IN THE FIGHT AGAINST NAZI MAIL PROPAGANDA . . . . . | 5  |
| WHAT'S THIS ABOUT COLOR . . . . .                                     | 18 |
| D.M.A.A. CONVENTION . . . . .   | 21 |
| I AM EVER GRATEFUL . . . . .  | 24 |
| A DIRECT MAIL CLINIC . . . . .  | 28 |
| READ THIS CAREFULLY . . . . .   | 29 |
| CASE HISTORY OF A COMPLAINT . . . . .                                 | 30 |
| ASKING FOR HELP . . . . .   | 31 |
| HOW TO WRITE A PRESS RELEASE . . . . .                                | 34 |
| AND MANY OTHER ITEMS  |    |

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VISIT THE DIRECT MAIL CENTER FOR DIRECT MAIL IDEAS

### Service Suspended

That was a sad little packet delivered to the offices of the Direct Mail Advertising Association on a recent morning. The packet contained all of the letters and bulletins sent by the D. M. A. A. since early in 1940 to D. M. A. A. member, Pierre J. Bastide of La Publicite Directe, 68, Rue Mazarine, Paris, France. Each envelope was marked "Retour A L'Envoyeur Relations Postales Interrompues." Also stamped in English was "Return to Sender Service Suspended." Most of the envelopes had been opened and were sealed with a Censor's sticker. How all these letters and bulletins got into one return package is an unexplainable problem. But the package itself gave us the jitters. Pierre was well known to a lot of the folks in the D. M. A. A. He attended the 1932 Convention in New York. He corresponded with many D. M. A. A. members around the country and was very liberal in supplying us with specimens.

But now it is . . . "Service Suspended."

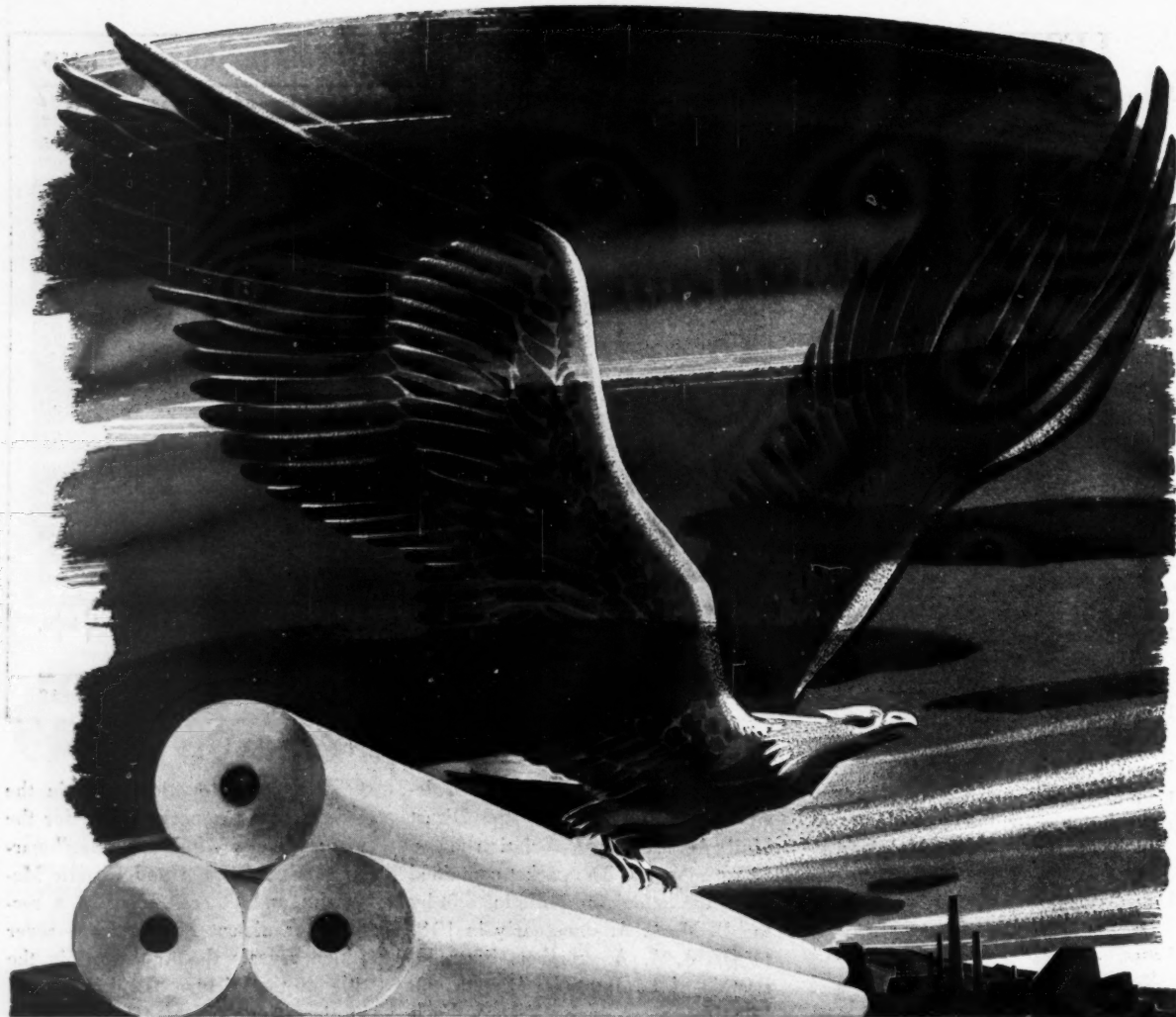
### Neat Trick

That's a neat optical trick in the recent RKO promotion piece for the picture "Look Who's Laughing" starring Edgar Bergen and Charlie McCarthy and others. There is a rectangular die-cut on the front cover which reveals the first word in the title of the picture "Look." Tipped in the center of the two "O's" are two cellophane covered tin discs which contain smaller size black discs. Movement of the hand when holding folder makes discs move like eyes. Startling effect.

Can you do unusual things quickly? Read aloud the following paragraph backwards, starting from the bottom right-hand corner. Have someone time you.

.detalutargnoc eb ot evresed uoy etunim eno ni hpargarap elohw siht daer evah uoy fl (4) .neves si rewsna tcerroc ehT .tluser eht tuo llaC (3) .owt yb rewsna eht edivid dna rehtegot enin dna evif dda nehT (2) .dneirf tseb ruoy fo eman eht duola yas siht enod evah uoy nehW (1) .dlot era uoy sgniht eht od ,ti dnatsrednu uoy taht wohs ot hsiw uoy ,tset siht gnikat era uoy nehW ,fl

*The Kalends of the Waverly Press.*



## **PATRIOTISM IS FULL OF PAPER**

America's brand of freedom, education and prosperity feeds upon knowledge that rides on paper . . . textbooks, newspapers, magazines, advertising, and many others. Government insists that living standards be maintained, and this necessitates a continuation of free enterprise and aggressive advertising. Champion serves America not only as a supplier of raw materials for defense purposes, but as the largest manufacturer of printing papers so essential to the economic welfare of the country. The history of Champion is a record of accomplishment, resourcefulness, and ability to produce. The present emergency finds Champion larger, more efficient, and better equipped to meet the greatest demands in its history.



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# BEHIND THE SCENES IN THE FIGHT AGAINST NAZI MAIL PROPAGANDA

Reported by HENRY HOKE

*A chronological and factual report of the long investigation to uncover the Nazi Propaganda set up in the U.S.A., prepared for the benefit of all those who may be confused by the red herrings drawn across the trail.*

## The May 1940

issue of *The Reporter* of Direct Mail Advertising carried the first public exposure of the Nazi plan to upset the thinking of the United States with a well coordinated Direct Mail campaign. That first story emphasized the work of the German Library of Information, and mentioned the tie-up between Nazi-originated "Facts in Review" and "Congressional Record Reprints." It also told how mail coming in from Germany under the International Postal Union Treaty was delivered FREE by the United States Post Office. The subversive activities of the German Railroads Information Office were highlighted. *The Reporter* asked the Post Office Department to issue a *fraud order* against the Government of Hitler's Reich.

## On June 24th

Ernst Schmitz, manager of the German Railroads Information Office wrote a letter to the editor of *The Reporter* demanding a retraction and implying a suit for libel. This letter was answered publicly in the June *Reporter* and released to the press. Nothing more was heard from Schmitz.

## On July 4th

the newspaper PM published the details about the Schmitz controversy and thus became the first newspaper to bring the subject of mailed propaganda out in the open.

## In July 1940

*The Reporter* published a complete analysis of the German plan to disrupt America through the mail. It showed in detail how Hitler was us-

## QUESTIONS:

1. Has there actually been a *planned mailing campaign* to undermine American thinking?

2. Were Nazi Agents actually using the Government Printing Office and the Congressional frank to spread disruptive propaganda?

3. Was there a propaganda base in the House Office Building?

4. What is the real story behind the indictment of George Hill, secretary to Hamilton Fish?

5. What is Hamilton Fish trying to hide? Why did he try to avoid appearing before the Federal Grand Jury?

6. Why doesn't Congress do something to stop the wholesale misuse of the free frank for the benefit of foreign agents?

These and other questions are answered in this report.

ing the mail for his basic scheme of "Divide and Conquer." It told how Germany was using the United States mail without payment of postage under the protection of the International Postal Union Treaty. It showed examples of the "Divide and Conquer" packets coming into the United States by Japanese boat loads. It described the horror books which were a part of the anti-Semitic campaign in the United States. *The Reporter* called on the Post Office and upon Congress to stop the new military strategy which helped to wreck the countries of Europe. The activities of The German Library of Information, The German Railroads Information Office and the German-American Board of Trade were ana-

lyzed in detail showing how these various organizations were using carefully selected lists of ministers, school teachers, editors of college papers, legislators, columnists, publishers, bankers, brokers, advertisers, executives, hotel managers, travel agencies, students, etc., etc., to stir up discontent against our Government and to discourage any effort to stop Hitler.

The day after this story appeared, the Dies Committee raided the offices of the German Library of Information, the German Railroads Information Office and the American Fellowship Forum.

Newspapers and radio columnists began reporting the story.

## Throughout August of 1940

all evidence collected by *The Reporter* was presented to the Dies Committee investigating un-American activities. During the months that followed, the same evidence was given to other investigating branches of the Government . . . to many patriotic groups . . . to newspaper and magazine editors.

## In December 1940

the Dies Committee published a report on foreign propaganda in the mail . . . a report based on evidence collected by previous investigation and by later raids on Nazi agencies.

## In January 1941

the United States Post Office Department finally took action . . . and started to seize and destroy foreign propaganda arriving in Japanese boats on the west coast. This material



Chart showing ramifications of Nazi Direct Mail Plan . . . with objective lists used by propaganda divisions. Copies of this chart and reprints of the "Letter to Senator Wheeler" (outlining the franking fraud) are available at *The Reporter*, 17 E. 42nd Street, New York.

During the early months of 1941, many individuals told the story of the misuse of the mails to government officials and to patriotic and service organizations of all kinds. Business men were beginning to become alarmed at the growing avalanche of Nazi propaganda.

Senator Burton K. Wheeler of Montana wrote a letter to the editor of *The Reporter* demanding an explanation of the charge that Members of Congress, including Wheeler, were allowing the Nazi propagandists to use the free Congressional frank, and that Nazi propaganda under the guise of the Congressional Record was being printed in the Government Printing Office at a discount and that the Post Office was carrying free.

But the misuse increased. More Congressmen became involved.

***It should be noted here that several months before this closing order, German agents in New York City bragged to contacts of ours that they "knew they were going to be closed up but it didn't make any difference BECAUSE THEY HAD MADE PLANS TO HAVE THEIR WORK CARRIED ON BY AMERICAN AGENCIES AND THAT MOST OF THE PROPAGANDA WOULD BE MAILED FREE UNDER THE CONGRESSIONAL FRANK."***

the editor of *The Reporter* submitted photostatic copies of much of his evidence to the President of the U. S. A.

we submitted evidence to the Post Office Department definitely proving that the Steuben Society of New York was misusing the free franking privileges of Senators Wheeler and Nye. Confidential bulletins of the Steuben Society issued May 16th and June 13th, bragged about the fact that excerpts from the Congressional Record would be available *at the next meeting*. The bulletins promised that "these excerpts can be used to publicize our Society to the greatest advantage . . . these excerpts are in franked envelopes requiring no postage . . . come to the meeting and get a bunch of them to distribute among your friends."

Senator Wheeler sent out a number personalized form letters. He denied that the distribution of his franked material was wrong or improper!

### On July 24, 1941

the editor of *The Reporter* wrote Senator Wheeler a detailed description of how specifically named members of Congress were allowing Nazi, un-American and anti-Semitic organizations to use their frank. Wheeler replied that he could not "take up his time with *misrepresentations*."

### During the last week in July

the newspapers broke the story of the Wheeler franked post card, mailed to men in the armed forces. The publicity caused Senator Wheeler to take the floor of the Senate on July 28th, and with the assistance of eleven colleagues he attempted to white-wash himself. During the white-washing process, the flustered Senator was forced by Senator Barkley to admit that he had allowed the America First Committee to purchase and mail one million of these post cards, which meant that the America First Committee bought its propaganda at less than the commercial printing price and it received a gift of \$10,000 worth of free postage from Senator Wheeler, (or rather from the *taxpayers* of the United States).

### On August 11th

*The Reporter* submitted more evidence to the Post Office Department. A piece mailed from Philadelphia under the frank of D. Worth Clark included an illegal enclosure:—a booklet issued by the Defenders of the Constitution of the United States! This questionable organization on a typewritten slip, offered additional copies of the book for 5c each. D. Worth Clark denied he was participating in a conspiracy to defraud the Government of postal revenue. Yet the booklet and offer were mailed!

### During August 1941

*The Reporter* compiled a portfolio of original specimens of all evidence collected during the past year. This evidence showed that the following members of Congress were partici-

pating (guiltily or stupidly) in the plot to divide the United States . . . by letting pro-Nazi or anti-American organizations to use their franking privilege.

*In the Senate*, Burton K. Wheeler, Gerald P. Nye, E. C. Johnson, D. Worth Clark, Robert A. Taft, (Ex) Rush D. Holt, (Ex and deceased) Earnest Lundeen.

*In the House*, Hamilton Fish, George Holden Tinkham, James C. Oliver, Clare E. Hoffman, Dewey Short, Harold Knutson, William Stratton, Bartel Jonkman, Stephen Day, John Vorys, Philip Bennet, Henry Dworshak (Ex) J. Thorkelson.

The portfolio showed how we placed decoy names, (names or addresses misspelled) on the mailing lists of the Nazi and the intolerant groups. As soon as these names were on the Nazi lists, CONGRESSMEN began to send them franked mail!

This portfolio, containing proof that the frank was being used by pro-Nazi organizations, was placed before leaders in Congress and at the disposal of the investigating and prosecuting branches of the government. It soon became evident that this tremendous abuse of the franking privilege was *not just a series of unrelated incidents*.

At first it seemed that the members of Congress worked privately and independently with the propagandists who did the mailing. But as the volume of the mail increased the interrelation between lists and groups became more pronounced and it was evident to anyone, with experience in handling large sized direct mail campaigns that one sinister, hidden control was directing the entire campaign against our country.

It also became evident that the insertions in the Congressional Record did not happen by accident. The facts showed there must be a plan to get the material inserted into the Record and there must be a guiding control office which arranged for the reprints, for the money to pay for them, and for the distribution in vari-

ous sized lots to the scattered propaganda bases which handled final distribution, addressing and mailing.

The job was . . . to find that one master headquarters!

It could have been Senator Wheeler's office. But the facts showed that the Senator was simply allowing himself *to be used*.

Then the propaganda machine made a little slip and gave us the first clue!

A certain clerk in a certain Congressman's office was spending altogether too much money on altogether too many things. He was watched.

### On September 16, 1941

the Department of Justice launched a broad investigation of Nazi propaganda agencies. A special Federal Grand Jury was drawn. Directing the inquiry were special Assistant Attorney Generals William Power Maloney and Edward J. Hickey, Jr., seasoned veterans of mail fraud and propaganda prosecutions.

The special Grand Jury presents the traditional cross-section of the community. Here is the list given by the Washington Post:

The foreman, John S. Gorrell, 3700 T Street, Northwest, is a telephone engineer. Clerk of the Jury is Stanley Roderick Darcy, 4500 Butterworth Place Northwest, who is assistant Chief Clerk at the Capital Transit Company. The poll clerk, Lester E. Purcell, 1642 Fort Davis Street Southeast, is an inspector of electrical equipment. The secretary is Mrs. Henry Grottan Doyle, President of Washington's school board.

Besides the officers, the grand jurors are: Morris Brody, dry goods wholesaler, 758 Princeton Place Northwest; John Herbert Collier, building contractor, 3725 Windom Place Northwest; John B. Elledge, purchasing agent, 2616 University Place Northwest; Rufus P. Embrey, salesman, 4027 New Hampshire Avenue Northwest; Mrs. Nettie Irene Etsler, clerk, 247 Eighth Street Northeast; George Thomas Flaharty, assistant foreman. Also Mrs. Mildred G. Foote, housewife, 3211 Northampton Street Northwest; Allan Russell Foster, accountant, The Westchester; Mrs. Edna K. Gasch,

electrical contractor's associate, 1638 R Street Northwest; Norman C. Good, photographer, 7613 Morningside Drive; Andrew Gough, brewery foreman, 1430 Ives Place Southeast. Also Roy Cicero Harbin, accountant, 514 Oneida Place Northwest; Lawrence D. Jacobs, clerk, 3800 New Hampshire Avenue Northwest; William G. Krupp, tailor, 33 Adams Street Northwest; William H. Littleford, waiter, 2421 Girard Place Northeast; George Edward May, unemployed, 3103 Tennyson Place Northwest; John G. Reynolds, salesman, 1533 Monroe Street Northwest. Also Elmer A. Volland, advertising man, 429 Rittenhouse Street Northwest; and Charles L. Mellon, printer, 2208 Perry Street Northeast.

### Day by Day Review of Recent Fast Moving Developments

On September 16th, the Grand Jury had as its witnesses Frank B. Burch, a lawyer of Akron, Ohio and Sigfrid Hauck, President of the Nazi Publishing House, Flanders Hall, Inc., Scotch Plains, New Jersey. (Flash: Flanders Hall went out of business November 17th).

On September 17th, the Grand Jury heard George McElroy, Chief Clerk, Court of Chancery, New Jersey; Frank B. Burch, lawyer of Akron, Ohio, was recalled; Mrs. Elizabeth Dilling, Chicago, testified. (She ran the Patriotic Research Bureau which has distributed a great deal of questionable material.)

On September 19th, Frank B. Burch was telling his story again. Also called on that same day was Prescott Dennett, Secretary Treasurer of various isolationist committees and manager of the Columbia Press Service in Washington.

On September 23rd, Frank B. Burch was indicted for failing to register the fact that he was an agent of the German government! He got \$10,000 from German sources for the distribution of Nazi propaganda. (He later pleaded guilty and was fined \$1,000, given probation of his 8 to 29 month prison term). Also on that same day, Prescott Dennett was hauled into court and Justice Jesse



First to be indicted by the Washington special grand jury was Frank B. Burch (above), an Akron, Ohio, lawyer who was accused of taking \$10,000 from the German consul in Cleveland, Dr. Karl Kapp, for serving "the Government of the German Reich." Burch pleaded guilty, paid a \$1000 fine and was let off from his 8 to 24 month prison term because of his age (67 years).

T. Atkins was told that Dennett had failed to produce records as he was instructed in a Grand Jury subpoena. Dennett argued that the order to produce records of his finances, of his membership solicitations and of his membership list was a hardship. There were so many of them! The Judge ordered him to give up all his files so that the Grand Jury or the Prosecutors could find the items for themselves. That afternoon the propaganda squad of the Department of Justice hauled off a truckload of stuff from Dennett's office apartment.

BUT the Washington Post uncovered the fact that a house post office truck spirited away 20 bags of mail before the propaganda squad got there!

On September 25th, the Washington Post's staff reporter, Dillard Stokes, disclosed that among the franks which Dennett had at his disposal were those of Representative Stephen Day, Representative Martin Sweeney, Senator D. Worth Clark, Representative George H. Tinkham, Senators Lundeen and ex-Representative J. Thorkelson.

Said Worth Clark in an interview, "I don't know how they got there."

On September 25th, the Grand Jury heard Frank R. Monroe, Superintendent of the Mails, House of Representatives; Charles Wilson, Duke University graduate who drove the truck that hauled the bags away. Prescott Dennett again appeared. Sigfrid Hauck again appeared. Shaemus O'Sheel was a new addition; he edited the anti-British "Seven Periods of Irish History" which got into the Congressional Record and was widely reprinted and distributed under the frank.

On September 26th, the Washington Post broke the story of the discovery made by its star reporter, Dillard Stokes. Mr. Stokes learned that Fish's office had ordered the truck to go to Dennett's office and remove the 20 mail bags quickly. He found that at least 10 of the mail bags were taken to the America First Committee and that the rest were taken to Fish's office. Before the publication of this story, Mr. Stokes interviewed Hamilton Fish—gave him an opportunity to tell his side of the story. And this is what Fish told him: "Why ask me that? I haven't seen Dennett for a year and I don't know what you are talking about. I don't know about any mail bags being taken up to my office. I was there last Friday and Saturday, too, and I ought to have known about it. I didn't see any mail bags. And I didn't send any mail bags to the America First Committee. I don't even know where it is." Mrs. Bennett Clark, Chairman of the Washington Chapter of the America First Committee said "I don't know anything about it" . . . when she was asked about the America First Committee having given up 10 bags of mail to the United States Deputy Marshall who served a subpoena.

Photographs in this report, except where noted otherwise, were furnished by courtesy of The Washington Post.



On September 26th, the Federal Grand Jury again heard Prescott Dennett in two separate appearances, with Isabelle French, Manager of the Washington Branch of the America First Committee sandwiched in between. On this same day Hamilton Fish made a statement to Mr. Stokes, by long distance telephone. This time Fish admitted that his office sent the truck, but "only for 500 franked envelopes of Hamilton Fish."

On September 27th, Reporter Dillard Stokes of the Washington Post was invited by Fish's secretary, Walter T. Reynolds, to go up and look at 8 mail bags "just located" in the House storage room, or to "take them away or anything as Fish's office had no interest in them." A guide was promised but not supplied. Reporter Stokes found the bags for himself. It was easy—he had already done so! Mr. Stokes photographed and sampled the bags in Hamilton Fish's store room (No. 30) on the sixth floor of the House Office Building, reporting his findings in the

Washington Post. The article was copied in many papers throughout the country. Mr. Stokes found in the mail sacks, *not the franked mail of Hamilton Fish*, but the franked mail of nearly every member of Congress listed in the original portfolio of evidence prepared by *The Reporter*. Only notable absentee was *Burton K. Wheeler* and only notable addition was *Martin Sweeney*.

On September 29th, there was an uproar in the House of Representatives. Fish tried to make a "complete explanation." He claimed that his secretary had sent for only 500 copies of Fish's speeches, but that more had arrived and his secretary "had intelligence enough" to refuse to accept them. Does "intelligence enough" mean "smart enough not to get caught?" Fish's speech in the house was pathetic, because he obviously didn't know what he was talking about. He tried to blame the Washington Post, and Mr. Stokes, and other newspapers for a "smear" and for unethical practices.



The trail of bags taken from Prescott Dennett's headquarters led Stokes to this store room in the New House of Representatives Office Building. It is used by several Congressmen, among them Representative Hamilton Fish of New York, whose secretary, George Hill, 45, had given the order that sent a House truck to Dennett the morning after he was summoned by the grand jury.

Senator Edward C. Johnson commented that day "I don't know anything about Dennett" . . . even though his franked mail was found in Dennett's mail sacks delivered to Fish's office.

Representative John M. Coffee called Mr. Stokes a burglar, and said "I don't know Dennett."

On that same day, September 29th, Prescott Dennett was again before the Federal Grand Jury.

On October 2nd, the Washington Post exposed Dennett's connection with George Sylvester Viereck, the registered Nazi agent.

By now Congressmen (right and left) were issuing statements denying that they had any connection with Dennett and that they had given him the right to use their frank.

Even Fish tried to tell the House that "my secretaries state that they did not send speeches to Dennett."

Congressmen and newspapers started commenting that Dennett might be held for illegally using the frank without the knowledge of the members of Congress (But it wasn't as simple as that).



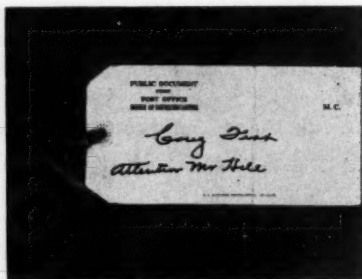
Trailed from the headquarters of two anti-interventionist committees which the grand jurors charged were financed by George Sylvester Viereck were 20 mailbags full of Congressional franked material. The grand jury said that such material was used by Viereck to get Nazi propaganda carried postage free by the United States mail. Shown here is the United States marshal's van loading up 10 of the 20 bags, which were surrendered by the "America First" Committee when a grand jury subpoena was served. Witnesses said the committee got 12 bags—not 10. The fate of the other two, if the witnesses are right, has never been learned. But their charred remains may be in the two ash cans.

On October 3rd, the Grand Jurors called George Sylvester Viereck, the registered German agent. He is the man who edited the German Library of Information's "Facts in Review" for which Frank B. Burch of Akron, Ohio (already indicted) had furnished part of the mailing list. Viereck also was prominent in the Flanders Hall printing establishment which issued Nazi inspired propaganda books. (Including one by Stephen Day, Congressman from Illinois.) Viereck tried to avoid the summons, but the court ruled that he must appear. On this same day, Hamilton Fish, declared on the floor of the House that Dillard Stokes, Washington Post reporter, should be called "before the bar of the house and tried for violation of the law." Fish wanted Mr. Stokes tried for examining the mail bags in Fish's store room, even though Fish's office had agreed to show him the bags. Fish also complained, because the Post had revealed the fact that a bag of mail found at the America First Committee bore a tag indicating that it had been sent "to" Dennett "from" Fish.

Fish felt hurt, too, because Mr. Stokes revealed that a bag in the House Office store room No. 30 bore



Inside the storeroom Stokes found eight mailbags piled up with half a dozen others in front of Mr. Fish's bin.



Although Mr. Fish had told the House his secretary refused to accept the mailbags because they were not addressed to me, Stokes found this tag on one of the eight bags in Mr. Fish's storeroom. The bags contained franked mail of other congressmen.

a tag which said "Congressman Fish . . . Attention Mr. Hill."

On October 8th, George Sylvester Viereck was indicted by the Federal Grand Jury for failure to give a true statement of his activities in registering as a German Agent. He was held in \$15,000 bail and is using every legal device to avoid prosecution under the very laws he has been trying for many years to disrupt.

On October 9th, George Hill, a secretary in the office of Representative Hamilton Fish, made his first appearance before the Federal Grand Jury.

On October 10th, the Grand Jury heard Charles Wilson, a mail truck driver for the House of Representatives. On October 10th, George Hill, from Congressman Fish's office was recalled, after being threatened with jail for contempt of court for refusal to deliver the 8 mail bags found by the Post Reporter in store room 30. After that, Hill delivered the bags.

On October 10th, the Grand Jury also heard the other secretary to Hamilton Fish, Walter L. Reynolds.

On October 17th, the Federal Grand Jury examined Michael O'Gorman an employee of the House of Representatives Post Office platform, also Irvin Talton Quinn, Jr., former Auburn football player and a mail-

ing platform employee in the House of Representatives.

Also examined on October 17th was Kathryn M. Rautzenberg employed by the late Senator Lundeen. Also Robert A. Ritter, an employee of the Government printing office and a fellow by the name of Henry Reed Hoke, the publisher of *The Reporter* of Direct Mail Advertising.

On October 22nd, the Grand Jury heard Harriett Elvira Johnson, once a clerk for Senator Lundeen; Elizabeth Marie Tomai, also a clerk for Senator Lundeen; and Ralph Lambert Harris, Congressional Record Clerk at the Capitol, and George Hill was called again!!

On October 23rd, George Hill, secretary in Representative Fish's office spent another day with the Federal Grand Jury.

On October 24th, the Grand Jury heard Dillard Stokes, the reporter for the Washington Post. A few minutes later the Grand Jury returned an indictment against George Hill. He was arraigned in Federal Court at once.

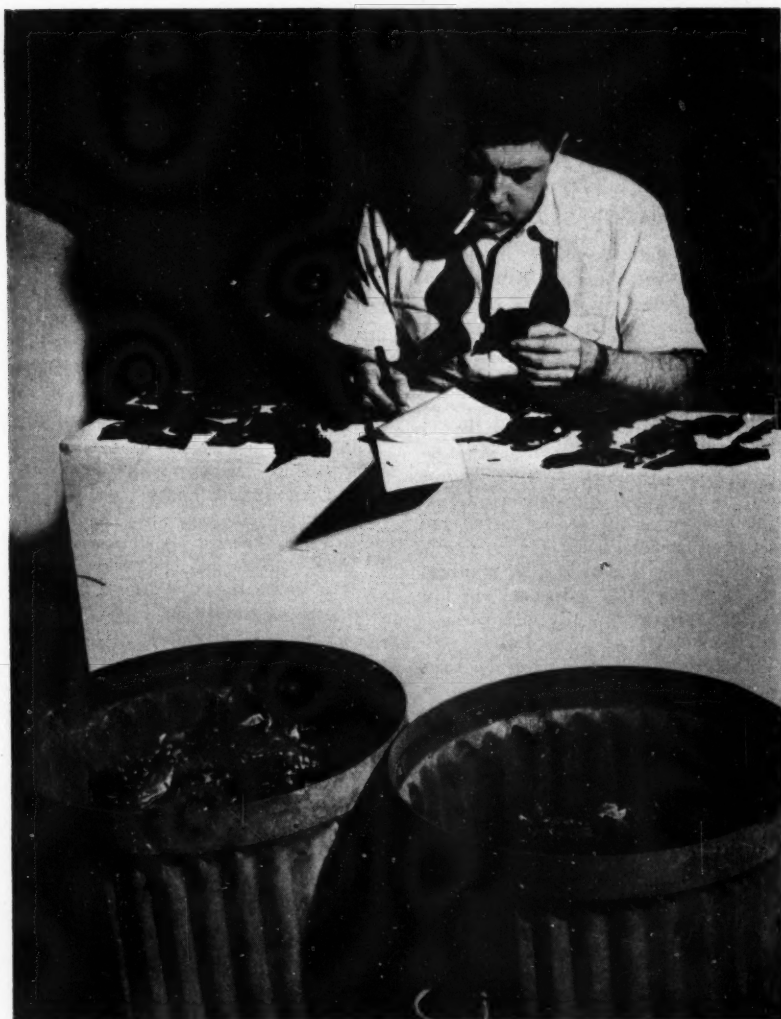
Hill was charged with perjury on two counts.

1. That he swore under oath that he had no knowledge of how the mail bags got to Fish's office from Dennett's office, although House employees testified (as stated in the indictment) that Hill had ordered the trucks to go to Dennett's office and remove the bags.



Acme Newspictures

George Hill, Secretary in Fish's office. Indicted for perjury. The Government claims he is the key figure in the distribution of propaganda under the free Congressional frank. (Hill, at left, being fingerprinted.)



After several hours of studying the crumbling ashes under strong lights, Stokes identified the franks of several Congressmen, whose franks had also been found in the material taken from the Prescott Dennett anti-interventionist committees.

2. That he claimed he did not know George Sylvester Viereck, when employees of Senator Lundeen's office (as stated in the indictment) said that he had been very familiar with Viereck and appointments for meetings had been made on the phone in Lundeen's office.

Former Congressman John O'Connor was the attorney for Hill at the arraignment. The Government asked for \$10,000 bail, claiming that Hill was the Washington key man of the German propaganda machine. The Government revealed that a \$2,000 a year secretary admitted he had received twelve thousand dollars in five months. Hill refused, so said the

Government, to give any accounting of where he got the money. (Hill was held in \$5,000 bail—later furnished by a surety company).

During the early hours of October 24th, Dillard Stokes caught an employee of the Washington Chapter of the America First Committee burning up a large amount of franked mail back in the alley behind the American First offices. He hauled away the ashes. Under his study the ashes revealed the franks of William G. Stratton, Henry Dworshak, and others. Of the original 20 bags of mail taken from Dennett's office on the orders

of Hill, only 8 were found in Fish's store room and 10 were seized by the United States Marshall from the America First Committee offices. It was suggested that *the material being burned was that contained in the missing 2 mail bags.*

Representative Stratton assured Mr. Stokes that he could not recall having sent any copies of either "Roosevelt Tours, Inc.," or "Letters of Thomas Jefferson," to the America First Committee! The newspapers over the country were now full of the Hill indictment. Hamilton Fish issued statements saying that he would back up his secretary 100%. **On October 25th** Mr. Stokes delivered to the Federal Grand Jury the two ashcans, filled with the franked material which had been burned by the America First Committee.

**On October 28th** the New York Fight For Freedom Committee to Defend America, at a dinner meeting, adopted the following resolution and wired it to the Attorney General of the United States:

The New York Fight For Freedom Committee welcomes the action of the United States Grand Jury in Washington, D. C., in its investigation of the abuse of the franking privileges of members of Congress. We congratulate special Assistant Attorney General William Power Maloney, whose energetic work uncovered the propaganda machine master-minded by German agents. We urge the Attorney General to throw the full force of the Department of Justice behind this investigation by the Grand Jury.

We also call on members of Congress to back the investigation in order to clean up a dangerous situation imperiling our national defense. Only in this way will members of Congress who may have been the innocent victims of Nazi Chicanery be able to clear themselves of the unsavory implications already indicated. In view of the fact that Congressman Fish says that he stands 100% behind his secretary, George Hill, who has been indicted for perjury for telling the Grand Jury the same story Congressman Fish gave to the House of Representatives, we challenge Congressman Fish to waive his Congressional immunity and tell his story to the Grand Jury under oath.





Here is one of the charred fragments from the cans of burned mail behind the "America First" office in Washington.

It began to be asked when Hamilton Fish would be called before the Federal Grand Jury. Some editorials wondered why he did not appear voluntarily.

Fish issued statements that he *would* appear. But he did not.

Congressman Fish, reserve colonel, was scheduled to go into active duty on November 1, but this was delayed.

Meanwhile the Grand Jury was hearing other witnesses as follows: Phyllis Posivio Spielman, former employee of Senator Lundeen, November 3; Bernard M. Grant, employee of City Bank of Washington, D. C., November 3; a Miss E. V. S. who worked at Ford Motor Company office under Miss LaVance on mailing lists, Lindbergh fan mail, etc., November 3; Bessie Copeland Feagin, with Scribner's Commentator, Lake Geneva, Wisconsin, November 3 (4, 5 and 6 recalled); Arthur Junga, employee of U. S. Customs House, New York, member of Steuben Society, November 3; Arthur Junga, employee of Customs, November 4; Gladys LaVance, employee of Empire Trust, LaGuardia Airport. Formerly worked for Ford Motor Co. at World's Fair, November 4.

In the case of Bessie Feagin from Lake Geneva, the Grand Jury was obliged to hail her into Federal Court to make her testify. Later the Grand Jury subpoenaed her employers, the owners and publishers of Scribner's

Commentator for questioning about their obvious obstruction of justice in talking to Miss Feagin about her testimony.

On November 7th, Gerald E. MacDonald, Director of the New York Fight For Freedom Committee and a resident of Dutchess County, sent Secretary of War Stimson the following telegram:

"Newspapers report Hamilton Fish called to active service November 14 in the U. S. Army. In view of his pro-Nazi associations; diatribes against the President, who is Commander-in-Chief of the Army; speeches before groups which are fostering disunity, and his defense of his secretary, George Hill, indicted by the Federal Grand Jury and termed the key man in a propaganda machine master-minded by Nazi propagandists, it is difficult to understand why Fish should be given an active assignment in the Army.

"As a citizen and a member of the American Legion, who resides in Fish's district, I demand that Fish not be allowed to serve with our Army until he waives immunity, appears before the Federal Grand Jury and tells what he knows about the propaganda machine which flourished from his office under the direction of his secre-



As gently as a doting grandmother carrying a baby, Stokes closed up the cans and had them hauled to the offices of *The Post*.

tary. It should be recalled that the story told by Fish in Congress in explanation of the part his secretary and office played in the Congressional franking scandal was approximately the same story on which the Grand Jury indicted his secretary.

"The U. S. Army cannot allow the service to be exploited by an officer whose character or Americanism can be questioned."

On November 8th, after two weeks of waiting for Congressman Fish to appear voluntarily—after he broke a promise to come—the Grand Jury issued a subpoena, signed by Foreman Gorrell!



After determining the nature of the mail burned by the "America First" Committee, Stokes notified Special Prosecutors William Power Maloney and Edward J. Hickey, Jr., of the Department of Justice propaganda squad, who were in charge of the grand jury investigation. They examined the ashes and early next morning caused Stokes to be served with a subpoena. Photo shows a van of the United States Marshal receiving the ashes.

Fish was called for 10:30 a.m. on Wednesday, the 12th. **On November 10th**, he raised a point of personal privilege in the House. His colleagues instructed him not to obey the subpoena until the question had been studied by the House Judiciary Committee.

**On Wednesday, the 12th**, the Grand Jury met without Hamilton Fish . . . but they questioned the owners of Scribner's Commentator, George Eggleston and Douglas Stewart.

In the early morning hours of **November 14th**, Hamilton Fish, in uniform of a colonel, boarded a train for active duty in the army. Mr. Stokes was waiting for Fish at the train. The departing witness admitted to the reporter that he knew where Hill's \$12,000 came from! But he would not tell where!

**On the 13th and 14th of November**, the Grand Jury heard the following witnesses: Charles Gustaf Lind, employed by Scribner's; Douglas M. Stewart, Scribner's Commentator; Frederick Robert Kister, Radio Editor, Scribner's Commentator; Dillard Stokes, employed by Washington Post; Walter Reynolds, secretary to Congressman Fish.

**On the 13th**, the Fight For Freedom Committee sent the following message to its members scattered throughout the country:

"The Federal Grand Jury's inquiry into the franked mailing abuses which has resulted in the sending of over 5,000,000 pieces of isolationist propaganda at the expense of U. S. taxpayers is being subjected to an intense under-cover drive by some Congressmen and America Firsters to quash the investigation.

"It started when the Grand Jury indicted George Hill, Congressman Hamilton Fish's secretary for perjury. Hill said he did not know George Sylvester Viereck, although the evidence indicated conclusively that he did. Fish defended Hill in a House speech. More important even than the indictment of Hill is the fact that Special

Prosecutors, William Power Maloney and Edward J. Hickey, Jr., are discovering evidence which involves the secretaries of 20 Congressmen and 4 Senators. They are said to be responsible for flooding the country with isolationist and occasionally pro-Nazi propaganda. Although many of the Congressmen were unaware of what actually was taking place in their offices, some are believed to be so worried as to what the investigation will turn up that they are using all their influence to stop it.

"This investigation must go on. Congressman Fish must be made to testify as to what he knows of the propaganda machine operated by his secretary. The public is entitled to know who is connected with this Nazi ring. Anyone connected with this scandal should be exposed.

"We urge you to write your Congressman and Attorney General Biddle asking them to cooperate with the Special Prosecutors, Messrs. Maloney and Hickey. We must know where the mailing lists come from, how the conspirators operate and who is the brains behind this nefarious group. *Write today!*"

We also quote part of a telegram which was received by a number of prominent members of Congress:

"Hamilton Fish has made the same statements on the floor of the House as have been made by his secretary George Hill and the latter was indicted for corrupt perjury in making those statements.

"Hamilton Fish has facts which the Grand Jury should know. He has consistently blocked efforts of the Grand Jury to find the real truth about Nazi propaganda in the United States."

We also quote an editorial from The Washington Post:

"It is difficult to believe that the House of Representatives intended to obstruct the machinery of justice when it resolved that Representative Hamilton Fish should ignore the special Grand Jury's subpoena until the House Judiciary Committee has had a chance to investigate the matter. Yet this action of yesterday may have precisely the effect of obstructing justice unless the committee promptly makes a report. The Grand Jury is engaged in an inquiry that has a direct relation to the safety of the Nation. That investigation must go on. The jury needs the testimony of a Congressman. The House would occupy an extremely embarrassing position if it should permit itself to be used to deny the Grand Jury the assistance which Fish can give it.

"The pretense that the 'rights and privileges of the House of Representatives may

be infringed' is absurd. Of course, the Constitution provides that members of Congress shall be privileged from arrest during their attendance at Congressional sessions. But no attempt is being made to arrest Mr. Fish. He has merely been summoned as a witness in an investigation involving Nazi agents and an alleged propaganda ring said to be misusing the Congressional frank. Under no circumstances does the Constitution give any member of Congress immunity against Grand Jury subpoena. In at least three different cases the Supreme Court has held that members of Congress are subject to subpoena. Surely the House does not need to make an investigation to bring to light such elementary facts.

"In criminal cases such as those with which the Grand Jury is dealing, moreover, that section of the Constitution cited by the House resolution does not apply. It makes a specific exception so as to permit the arrest of members of Congress in cases of 'breach of the peace'. All criminal charges have been held to fall within this category. So it appears that there is nothing for the Judiciary Committee to investigate. The distinguished lawyers of that committee will see at a glance that the resolution is only a smoke screen pretending to raise a constitutional issue where none exists. And, lest it become a party to the obstruction of justice, the committee may be expected forthwith to inform the House that there is no reason whatever why Mr. Fish should further delay his appearance before the Grand Jury."

**On Friday, November 14th**, the House Judiciary Committee reported back to the House with a weasel worded statement which implied that although Fish shouldn't have obeyed the subpoena as originally written, the House could still waive its immunity and ask Mr. Fish to appear before the Grand Jury while the House was not actually in session. Radio commentators, such as Pearson and Allen and Walter Winchell and many newspapers throughout the country demanded on Sunday the 16th that Congress take some action to bring this whole case out into the open. Drew Pearson and Robert Allen in the Washington Merry-Go-Round claimed that Congressmen were putting their own personal privileges ahead of the safety of the United States.

On Monday, November 17th, the House of Representatives adopted a resolution authorizing Congressman Fish to appear and testify before a Federal Grand Jury investigating foreign agents at any time the House is not in session.

Congressman Cox told the House it was he who had advised Fish that he could not respond to the subpoena without House permission and added that statements that Fish had tried to evade the subpoena were "inaccurate." But Cox said he was not the man who advised Fish to ignore the invitation to testify without being subpoenaed.

The House has cleaned its skirts—but it still hasn't *insisted strenuously that all the facts be brought out in the open*. There wasn't any real reason for the delay on the Fish affair. Fish did try to evade appearing. And he did *not* try to testify.

For best defense of *Justice* see Congressional Record for the 17th and read excellent talk by Representative John Flanagan of Virginia. He thinks *everyone* should help the Grand Jury.

It is up to Congress as a whole to insist that all efforts to obstruct Justice be stopped.

Lawyers for Hill are injecting every legal device for delay. Efforts have been made to keep official records away from the Grand Jury. The Fish episode is just one little cog in a concerted drive to keep the real truth about the franking scandal from reaching the public. Rumor mongers are hard at work trying to discredit those connected with or helping the investigation with such statements as, "It's a plot to hurt Fish politically" or "It's a Government plot to smear opponents of the administration." Etc., etc., etc.

## Putting the Pieces Together

Anyone acquainted with the franking fraud can now build a reasonably accurate picture from a careful examination of:

(a) The character and past records of the witnesses called before the Grand Jury

(b) The indictments against Burch, Viereck and Hill

(c) The newspaper reports and editorials coupled with remarks of radio commentators

(d) The accurate and detailed stories of Dillard Stokes of The Washington Post. This paper and this reporter have covered the story more thoroughly than any other publication—because with them its been a 24 hour 100% assignment. Managing Editor Alexander F. Jones—himself the case-hardened veteran of many an investigation—gave Stokes this grim order: "The public must have ALL the facts. Get them. Don't stop until you do!"\*

Here are the facts which can be released without violating any "legal" secrets. They are facts gathered by private investigators, and by analysis of all contributing factors. Each fact can be and will be proved by later development.

(1) "Outside interests" actually succeeded in making arrangements whereby pro-Nazi, anti-British, anti-preparedness and other obstructionist material was entered into the Congressional Records.

(2) "Outside interests" succeeded in establishing a *purchasing office* for Congressional reprints and free franks right under the dome of the Capitol.

(3) Some of the Congressmen involved were simply duped. They believed in the isolationist cause and it was easy to get them to insert propaganda and sign requisitions for reprints . . . in any quantity.

(4) THE PURCHASING CENTER FOR THOSE TONS OF NAZI PROPAGANDA WAS LOCATED

BEHIND THE DOORS OF THE OFFICE OF CONGRESSMAN HAMILTON FISH.

(5) It was *no accident* that the bags of mail taken hurriedly from Dennett's office on orders from George Hill contained the franked material of some twenty Congressmen.

It was no accident BECAUSE—the purchasing agent, George Hill, had purchased those reprints, had paid for them in cash, and had arranged for their distribution throughout the country for local addressing.

(6) George Hill, in Congressman Hamilton Fish's office, was operating his end of the propaganda machine this way:

(a) He and Prescott Dennett (whom the Grand Jury says was an agent of Viereck) would get orders from the America First Committee or outlets of outright Nazi control for a certain quantity of a certain type of speech—say an address by Lindbergh or a speech written by Viereck.

(b) Hill would arrange with a friendly secretary (and he had many such friends) to get her boss to insert the speech in the record. That's a routine and easily handled procedure with Congressmen who are not so careful.

(c) The next step was to prepare a dummy and get a signed requisition for the reprints. The Congressman whose frank was to be used had to sign the requisition. The friendly secretary took care of that . . . placing the requisition in the daily mail waiting for signature. In some cases, if the Congressman squawked—he was told that a responsible or reputable organization wanted to buy these reprints and pay cash.

(d) Next . . . Hill took signed requisition to Record Office and deposited CASH for amount of the purchase at the extra low rate given to members of Congress.

\*Note to Reporter readers: If you want to keep in daily contact with developments in franking fight—place a temporary subscription for the CITY EDITION of Washington Post. Be sure to ask for city edition.





International News Photos

Hamilton Fish speaks violently at meetings of "America First" and allows his office to be used as the clearing house for the "franking racket." Let's have the truth from him.

(e) Proofs from Government Printing Office then went to Hill. He OK'd and the job was printed. The Government printing office then delivered to the House Folding Room with cards reading "To Cong. Fish care of George Hill."

(f) Hill then instructed the House Folding Room to ship individual lots to all the final addressing centers—from the instructions previously arranged with purchasers.

Note: The reason Hill was so frantically trying to hide the twenty bags in Dennett's office was . . . that he didn't want anyone to see the numerous lots of franked mail of other Congressmen marked with tags indicating

that they had been ordered "by Fish." But he was caught.

(g) Hill had another racket on the side. It is well known in Washington that Hill employed numerous girl typists in "outside locations" to type address cards from the fan mail received from radio speaking obstructionist Congressmen. That was easy, too. Hill simply got his "friendly secretaries" to save the affirmative fan mail of her boss. The fan mail was taken to Fish's storeroom and later moved to the list compiling centers. When compiled (with duplicates removed) the lists were turned over to Scribner's Commentator, America First and others for solicitation of contribu-

tions or subscriptions. That's why and how, if you wrote a complimentary letter to Stephen Day, for example, you eventually received mail from other Congressmen, from America First, and from agencies with Nazi sympathies.

Hill had a fine system while it lasted. It was nearly foolproof. It would have been foolproof if a lot of Direct Mail people hadn't become incensed at the flood of free propaganda going through the mail.

The case of Fish is still to be solved. Fish has supported his secretary. How could all this purchasing of millions of pieces of mail go on in Fish's office *without his knowledge*? Maybe there is an answer. If so, let him give it.\*

Fish explained his position on the floor of the House in exactly the same words used by Hill in his perjured testimony before the Grand Jury.

Fish has facts about this gigantic fraud against the Government which the Grand Jury and the public have every right to know. Fish has used every legal trick to avoid appearance before the Grand Jury. He was callous, or careless, enough to tell a Post reporter "they can't subpoena me while I'm in the army." Fish will eventually run out of excuses . . . and will be obliged to testify. Then what?

So that is how the case stands. We've proved that a conspiracy existed to use the franking privilege for dissemination of un-American propaganda. We've located one of the central controls in the office of Congressman Hamilton Fish—with the key man, a \$2,000-per-year, big-money-spending clerk, George Hill.

\*Footnote: This isn't the first time Fish has been involved in a "franking scandal." See Congressional Record of October 9th, 1939 for debate on, and expose of, the notorious franked campaign run by Fish and his other secretary Reynolds to collect money for one of Fish's committees.

# HERE ARE SOME QUESTIONS

1. What is Congress going to do about the whole franking mess?

2. Will the big majority of decent, honest Congressmen let Fish and other Congressmen side-step Justice?

3. What are the citizens of Dutchess County, represented by Hamilton Fish, going to do about it? Are they going to sit back and let things like this happen? Why don't the citizens of Dutchess County demand the recall of Hamilton Fish?

4. What does the army think about all this? Did they relish having on duty, coming in contact with our boys in camp, a man who has been dodging Justice and who is connected closely with a foreign inspired plan to de-

fraud the Government of the United States?

5. When will all branches of the Government flash the word to give full cooperation to the investigators of Nazi propaganda? When will the efforts to squelch the investigation be squelched themselves once and for all?

•  
This franking fraud is the worst scandal to hit Washington in a century or more. It is not a political or personal question. Every fact about the franking fraud should be brought out in the open. There should be no hush-hush. No cover-up. The guilty ones should be convicted. The innocent should be cleared.

And then . . . the members of Congress should get together and pass strict regulations governing the use of the frank—so that this thing cannot happen again.

In the words of Congressman Flanagan of Virginia "Let us ever remember that the safety and security of this Republic are paramount to the rights of any individual."

The present free-and-easy, uncontrolled use of the frank *must go*. How soon it will go is up to the press, the radio, the taxpayers and to an alarmed Congress.

H. H.

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## WHAT CAN YOU DO?

- **1** Help spread this story to others.
- **2** Talk to your local newspaper publishers and see that they have these true facts.
- **3** Write to your Senators and Representatives demanding that the franking regulations be changed.

**For further information . . . or for an examination (by appointment) of the portfolio of evidence, write to Henry Hoke, Publisher of THE REPORTER of Direct Mail Advertising, 17 East 42nd Street, New York.**

If you are interested in distributing reprints of this report, write for cost price in quantity.

## DON'T FORGET CUSTOMER

One of the best recurring stories about the value of following up the customer concerns the work of the Scott Radio Laboratories. The story must be good, because it's been going the round ever since President E. H. Scott told his story at a Direct Mail meeting. Several magazines have already printed the substance of the story, but we are glad to reproduce the well-written, lively summary found in "In Transit," the house magazine of the Atlanta Envelope Co.

IT SOUNDS LIKE ONE OF THOSE "It Can't Be Done" stories—but it's true. President E. H. Scott, of Scott Radio Laboratories has proved that the elite—the wealthy buyers of the above \$200 radios—can be influenced by copy not "snooty" in appeal.

Direct mail is Mr. Scott's sales weapon, and he gets a big kick out of proving that voluminous, informative mailing pieces can sell the goods to his wealthy patrons. It all starts with a small coupon found in every Scott newspaper or magazine ad. The coupon promises complete information: In it comes; out goes a deluge of mail. First manuscript—and it IS that—is a five-page, single spaced, multigraphed letter putting all the facts before the reader. It's technical knowledge written in readable fashion, says Mr. Scott.

Current mailing piece—accompanying the letter—is a 28-page brochure which tells the prospect the whys and wherefores of radio reception. And from a little folder of photos also tucked in. Mr. Customer-to-be can choose cabinet he wants.

Before the sale is made, a second letter and more information finds itself in the mailbox. And then in comes the order. (Who could resist?) Three or four weeks elapse between order and completion of the custom-built radio, so Mr. Scott then begins to tell his new customer how to get best results from his set when he receives it. And even after the customer is sold, is already using the set, and all is well . . . still comes the mail. For the next ten years, about every six months a Scott owner receives something from Scott Laboratories.

Mr. Scott bases his "satisfied customer" belief on the fact that when three or four times a year he sends out postals asking for possible customers' names, he gets from 1,000 to 1,500 answers.

## THE REPORTER



### How to plan and order printing . . . get results from letters . . . organize work efficiently

**101H—Use Matched Stationery for Greater Attention.** For more effectiveness, design your letterheads, envelopes, statements, etc., to one family style. Folder shows practical ideas which use commonly available type faces, rules and ornaments.

**102H—Envelopes to Match Your Stationery.** A simple way to make your direct mail letters more effective. Folder explains envelope sizes, styles, and their proper uses.

**103H—How to Get More Sales From Your Letters.** A booklet of practical tips and suggestions on design and paper selection to get more returns from your sales letters.

**107H—A Signal System for Your Mailings.** How to identify returns, projects, departments, branches by the use of paper colors. Booklet tells how color saves time, prevents errors, organizes detail, provides a ready-made check on mailings.

**127H—Printing Layout and Ordering Simplified.** Sheet for use as a guide when ordering forms, letterheads and other printed jobs; carries space for complete printing specifications. Inside fold is ruled for accurate and quick layout of job. Specify whether you use pica or elite typewriter spacing.

**137H—Reduce Errors, Save Money With This Complete Plan for Handling Printing Orders.** For those who buy 25 or more printing jobs a year this plan helps organize printing production and ordering into a smooth-working procedure. It guides printed pieces to completion in less time, with less worry over detail, and with less actual work.

**151H—Hints for Better Stencil Duplicating Results.** Booklet discusses the five important factors of stencil duplicating—the typewriter, the stencil, the stenographer, the machine and the paper. Suggests ways to get best results.

**153H—Tips On How To Get Better Duplicator Work.** Illustrated booklet "Duplicator Facts" describes both gelatin and liquid type processes with detailed suggestions for the use of each.

**154H—Stencil Layout Made Easy.** Stencil layout sheets that help Mimeograph operators make better stencils of illustrated letters, ruled forms or bulletins. Pencil sketches can be quickly and easily traced on stencils from these layout sheets. Specify pica or elite typewriter spacing.

**175H—"21 Ways to Keep a Clear Desk".** Booklet shows how to avoid "junk-heap desk" by recording important facts in writing. Illustrates time-saving forms for general managers, sales managers, purchasing agents, treasurers, office managers and printing buyers.

**210H—How to Save Postage on Mailings.** Portfolio of printed jobs showing use for light-weight, low-bulk opaque paper: four-page illustrated letters, envelope enclosures, a map, a 36-page catalog weighing less than 2½ ounces . . . actual jobs produced for nine different advertisers.

**213H—How to Select Quickly the Right Cover Paper for Every Job.** A 45-page sample book to save time for busy designers, buyers and printers. Indexed for easy selection and comparison of colors, weights, finishes. Handy desk size (6 x 9); represents more than 500 quickly available items.

*Check this coupon for copies*

Hammermill Paper Company, Erie, Pa.

Please send free copies of the bulletins checked below.

|                               |                               |                               |                               |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> 101H | <input type="checkbox"/> 107H | <input type="checkbox"/> 151H | <input type="checkbox"/> 175H |
| <input type="checkbox"/> 102H | <input type="checkbox"/> 127H | <input type="checkbox"/> 153H | <input type="checkbox"/> 210H |
| <input type="checkbox"/> 103H | <input type="checkbox"/> 137H | <input type="checkbox"/> 154H | <input type="checkbox"/> 213H |

Name..... Position.....  
(Please attach coupon to your business letterhead.) RDMA 10-41



# WHAT'S THIS ABOUT COLOR

The August, 1941 *Reporter* carried a thought provoking article about color—and color testings. Reactions are coming in. We reproduce three here. Others will follow.

First: a letter from Bernice Bowser of the Bowser Service Corporation, New York City.

## One Answer to Your Question: What's This About COLOR?

There is no other one subject on which so much fuzzy thinking is done as on this matter of color. There are no laws governing color. It is not a scientific matter which can be charted. It is a highly emotional thing. We see color not in the item at which we look but in our reaction to it. One man sees one thing, another man sees something else in color, because each man thinks of it in his own individual way. For example:

THE ARTIST thinks of color in terms of pigment, what colors he will mix to arrive at the color he sees. That various artists see color in a different way is evident from the work they produce.

THE SCIENTIST sees color in terms of wave lengths, reflectance percentages. He proves to you that every hue has every color in it, gives you graphs which seem conclusive to him. And that same scientist will admit that he can pass lovely color by and be unaware of it.

THE CHEMIST sees color in terms of dyes, of mathematics. He will talk of color on a blackboard with complex figures and prove that we have millions of colors which may be arrived at by formula. And as that chemist talks to you, you know by the clothes he wears that he does not see color in merchandise.

THE PHOTOGRAPHER sees color in terms of light and shadow, in terms of kodachrome reproductions.

THE MOTION PICTURE TECHNICIAN thinks in terms of technical color screen effects, reproduction limitations, public reaction and the human actor limitations.

THE PRINTER thinks of color in terms of printing problems, inks, papers, plates and processes.

THE EDITOR and ADVERTISING MAN think of color in terms of printing costs.

THE RETAILER and MANUFACTURER think of color in terms of fashion, vogue, style, with little comprehension of the existing demand, with limited research on past performances.

THE CUSTOMER thinks of color in relation to himself, as to what color will do for him and to him.

Pin any one of these people down and ask him a straight question on the subject of color and he will say, "Well, I don't know anything about color, but I'm very much interested in it. I like color." This even from the merchandiser.

Bearing in mind the very true statement of Dr. Matthew Luckiesh, in *Color and Colors* that "MENTAL COLOR-BLINDNESS is a very general affliction of civilized adults," you have a "pretty kettle of fish."

In direct mail color must be considered from more than the one angle which is usually discussed by advertising men . . . PULLING POWER. It is one thing to attract attention, to PULL attention, it is another thing to HOLD attention. One is as easily attracted to the unpleasant thing, as to the reverse. Color will hit people in the eye. That is not salesmanship.

Probably the facts about color today will be considered illusions ten years from now when our color perception will have increased.

Certainly there are certain direct mail pieces which tell their own story

better in black and white than in color.

Certainly color which attracts and holds the attention of women is not the color which will do the same thing for men.

Most assuredly we may have to change our direct-mail-color thinking-habits if we are not going to be able to buy white paper—as we have known white. We may have to appreciate that the human eye can easily recognize 300 different whites. We certainly will discover that we quickly become "conditioned" to color. Rules are out, on color.

The most vivid example of color condition in the merchandising world was Schiaparelli's "shocking pink," a color which had never been worn by "nice women." Schiaparelli had every woman loving it and using it within six months.

The good old book has a line, "As he thinketh in his heart, so is he," which applies to color. Color produces results "as he thinketh in his heart," as he looks at it. No one color will appeal to all people but there are certainly trends, customs, heritage, social position, financial status, locale which must be considered seriously. In the final action it will be color preference which will decide the value of the color. Fashion, style, news, verve, glamour may all be serviced by color. So one may well ask, "WHAT'S THIS ABOUT COLOR?"

Second: a letter from Roland B. McDougall of Crocker Burbank Paper Company, New York City.

## What About Color?

I note in a recent *Reporter*—the perennial subject of color is up again. Being your usual factual self, you are again requesting FACTS. Dear Henry—this old expert says that gathering facts about color (without proper interpretations) is about as illusive as

shop girl's emotions.

For example you state that some companys receive 14% more returns from a blue envelope than any other color. Does this mean we should all use blue envelopes? Of course not. Probably blue envelopes would be quite all right for any conservative organization, but hardly helpful on an advertisement of baby dolls—either infants or theatrical.

Obvious but it needs emphasis—The selection of color, either in paper or illustration is dependent on many contributing factors, and this is a *fact* that is often overlooked. I think we all hold that the most important thing in any advertisement is the pulling power of the message. It is, therefore, necessary that color and texture of paper, illustration, type, size, all be so designed as to prepare the recipients mind and mood to be receptive to the message. All these factors, particularly color, must be a

background to the message, never of themselves a foreground.

#### MISTAKES IN COLOR

I have before me a very expensive advertisement used as a full page in several magazines to celebrate a company's fiftieth anniversary. The paper is completely covered with bronze ink; the message printed in black. I defy anyone to read beyond the first paragraph without extreme effort. The eye continually flicks from the message to the gold background, because the gold ink, or color, is given such emphasis that in reality it becomes the foreground instead of the message itself. I have other cases but we probably all can think immediately of cases where color has been overdone in order to attract attention and the result is only to detract from the message.

There is a splendid and subtle place for color use in any advertise-

ment, but first let us look at what colors in paper really sell.

#### WHAT COLORS DO PEOPLE BUY

Let us forget that ninety odd per cent of all papers are sold in white only and consider only such lines as are available to the advertiser in colors.

In bond papers, having ten to twelve colors, it is little realized that all of the colors put together seldom equal the sale of white alone. Colors in bond papers are most largely used for forms but where used for advertising the sales of colors follow the same ratio as papers especially designed for advertising purposes.

In these papers ie: Text, novelty book, D. E. book, colored offset or papeterie, an analysis of over 100 lines shows heavy sales in five colors.

First, and very much foremost, is Buff. By using the term Buff I mentally put together Ivory, Cream, In-



## A FAVORITE TRIO

# MERCURY PRODUCTS

### MERCURY-LITH BLANKETS

For Your Multilith

Reinforced ends assure long wear. Smooth, unblemished surfaces provide excellent reproduction. Cut to fit your press.

### MERCURY-LITH ROLLERS

For Your Multilith

Long-lasting, high quality Rollers that give perfect ink distribution. The Mercury trade-mark assures quality.

### MERCURY-GRAPH ROLLERS

For Your Multigraph

An aid to finer work. Combine perfect contact, durability and economy. You will be more than satisfied.

D. M. Rapport  
President

## RAPID ROLLER CO.

Federal at 26th  
Chicago, Illinois

dia, etc.—use your own terminology.

Next, Green on the bluish cast—Blue-Green.

About equal to Green is Blue with a slight touch of red therein—Red-Blue.

Following these comes Coral (Old Rose) and Tan.

When I first attempted designing paper lines I thought it would be marvelous to have colors closely following the styles in ladies dress goods materials. The colors were beautiful but did not sell—because they were foreground colors.

It is a peculiar thing but the sale of color in paper almost exactly lines up with color used in interior decoration. The majority of frame houses in America are painted white, a large proportion of living rooms are Buff or Ivory. Chairs are upholstered in Green and Old Rose—sometimes Blue, and Tan also plays quite a part. Rugs and formal drapes largely follow the same formulae.

Just as good interior decoration must only be a background for pretty ladies, so must colored paper be only a background for a good message. I am led to believe that advertisers understand this instinctively which causes the larger sales to fall on the colors mentioned above, which are background colors.

#### DEBUNKING COLOR PSYCHOLOGY

There is a great deal to the reactions we have to color if we could only find it out and label it.

The simple illustration of how we like an open fire demonstrates this easily. We seldom say anything about the heat that comes from a fireplace, but invariably someone will say, "Isn't it pretty."

The thing we really like about an open fire is the different colors that it throws through the room. The yellow and blue of the flame, the red of the embers, and the flickering shadows throughout the room, which is the heightening and diminishing of the color itself.

Many attempts have been made to prove a definite relationship between color and sound, or color and some very specific thought.

I once knew a man in St. Louis who had a color laboratory and he went so far as to try to determine the relationship between certain colors and certain instincts. He would place a big blot of color on a mat and have students from the University look quickly at the color and tell him what it resembled. If four said chocolate ice cream, he figured it was a definite relationship.

I checked on his study and found the students had put up a job on him and had arranged beforehand to say lemon cream pie or chocolate ice cream as the case may be.

The only actual basis I could ever figure out after careful analysis was that we gather our impressions by long association.

For example, let us take the color gray. We immediately associate gray in our minds with three things—gray hair, mourning, and stone. From gray hair we gather the impression of wisdom. From mourning—awe and humility. From stone—ruggedness—the thing concrete. Therefore, I would analyze that the reaction we get to gray background is that of mature commonsense.

Yellow is unquestionably the color of brightness. The majority of the spring flowers are yellow. Daffodils, dandelions, new grass has a yellow cast that brings renewed brightness into our lives.

Red is the strongest and most penetrating color. We associate it with blood, force, danger, virility. Use carefully.

Blue is two-fold. In its lighter shades it takes on a modest tone—witness the fringed gentian. In its deeper shades it becomes cold and austere.

Now let's see where we get with a combination of primary colors. Take the brightness of yellow and put into it a tinge of red and we have

what we call buff. Men don't like yellow, even with all its brightness. It is a little insipid. However, when we put a dash of the virility of red into the yellow, we have buff, or India, which is the greatest man's color because it combines brightness and virility.

It is no happenstance that purple is the royal color. It has the austerity of blue and the virile force of red mixed in almost even parts. To be virile and austere is indeed a royal compliment. This same mixture in a much lighter tone takes on the modesty of the lighter blue—the modest violet.

Again, take the blue and yellow combination which gives us green. If it is heavy on the blue side it is cooling—not cold—a good color for a hot summer day—soothing. If more on the yellow, it is brighter but for some reason is not generally liked nor does it make a good background.

And so our thoughts may advance but it cannot be said that any one color will always carry the same reaction after printing. Pink is supposed to be feminine. However, in my files I have a brochure the cover of which is pink two ply vellum Bristol (same stock used for baby announcements.) It is so printed with deep brown and silver that it becomes distinctly masculine.

By proper interpretation of color and texture to fit with the message, certainly a stronger advertisement may be planned and produced.

Let me give just one more illustration of the subtle suggestions that may be produced this way. Suppose you receive at your home a square envelope, addressed to "Mr. and Mrs." It is bulky, made of plain vellum paper. You feel that there are two envelopes and a folder. Well, you know without opening the misle that wedding bells are ringing.

In a like measure it is perfectly possible by an understanding of color, texture, type, etc., to lead your prospect on to read your message.



Third: part of a letter from Howard Draving, of the Fisher Scientific Company, Pittsburgh, Pennsylvania:

Your invitation on page 3 of the August, 1941 issue of *The Reporter* prompts me to send you a piece of literature which we have just distributed to our list of Chemists, Biologists and Metallurgists in the United States and Canada.

We worked out this special color treatment with our printer, the Graphic Color-type Company of Pittsburgh, in order to simulate the entire spectrum at low cost. This job was printed on a two-color press with divided fountains. The ink blended on the distributing rollers and made quite

an attractive, if flashy, appearance. We have been informed by local printers that this is the first time they have seen this particular treatment in many years.

If this scheme for producing a many colored job at the price of two color work is as unique as we think it might be, you may want to make mention of it.

*Reporter's note to Howard Draving.* Hope you have some extra copies to supply readers of *The Reporter* who write to you for a sample of this beautiful job. In interests of accuracy, I must report that nearly two years ago I went through the new

plant of the Franklin Printing Company at 23rd and Chestnut Streets in Philadelphia . . . and saw nearly every press in that large plant running on split fountain work. Several presses had as many as eight ink divisions. Larry Roney can supply samples of unique jobs for coal companies, florists and others. This information doesn't change the fact that your's is a fine piece.

*Added note:* These reactions show that there is a real interest in color. Let's have more.

## D. M. A. A. CONVENTION

It would be impossible for an October *Reporter* to go to press without reporting on the D.M.A.A. Annual Convention. We went to Montreal well supplied with sharpened pencils and note paper. Much to our relief it was soon discovered that the International Business Machines Corporation had furnished special operators and had agreed to publish the entire proceedings of the Convention in a special issue of "Business Machines," the newspaper style house magazine of the corporation.

That report has now been published and is in the hands of all members of the Direct Mail Advertising Association . . . likewise all readers of *The Reporter*. In case any of you were missed or you missed the paper, write to *Reporter* headquarters, 17 East 42nd Street, and we will send you the sixteen newspaper pages full of Convention transcripts, plus the eight page supplement of Convention photographs.

It's the best job of Convention reporting we've seen in a long, long time. It would be a waste of good space and valuable time to attempt to make a digest of this excellent report in *The Reporter*. Read the whole story in "Business Machines" and

even though you missed the Convention, you'll get the true atmosphere.

*This Reporter* had his first trip into Canada. We want to go soon again. Spalding Black and his fine Committee made us eat a few of the words of praise given to the Baby Chick Association in the July Report. Here was a Convention that really ran smoothly . . . and the entertainment was super-excellent.

Nothing more need be said except to give you for your officials records a list of winners in the Annual Fifty Direct Mail Leaders Contest.

The Board of Judges this year was composed of: Chairman of the Board, Elon G. Borton, Director of Advertising, LaSalle Extension University, Chicago. On the Board of Judges were L. Rohe Walter, President of the Association and Advertising Manager of The Flintkote Company, New York; R. A. Faulkner, Sales Promotion Division, International Paper Company, New York; Dr. Howard T. Hovde, Assistant Professor of Marketing, Wharton School of Finance, University of Pennsylvania; Philip Salisbury, Executive Editor, Sales Management Magazine, New York.

### The Fifty Leaders

First we give you the Thirteen Leaders qualified for the Cup Awards.

1. **TYPOGRAPHY CUP**, given by Fredrick B. Heitkamp, Vice-President, American Type Founders Sales Corporation, Elizabeth, New Jersey, for "The Best Example of Modern Typography in a Direct Mail Campaign" . . . was awarded to Radio Station WOR of New York Radio Broadcasters.

2. **CONSUMER DIRECT MAIL CUP**, given by Homer J. Buckley, President of Buckley, Dement & Company, Chicago, Illinois, for "Most Effective Consumer Direct Mail Campaign Operated Through Dealers or Agents" . . . was awarded to Hart Schaffner & Marx of Chicago, Illinois manufacturers of men's clothing.

3. **CANADIAN CUP**, given by Spalding Black, Market Development and Advertising Manager, "Cellophane" Division, Canadian Industries Limited, Montreal, Canada, for "The Most Outstanding Direct Mail Campaign Produced in Canada" . . . was awarded to International Fibre Board Limited of Gatineau, Quebec, Canada, manufacturers of insulating building board.

4. **RETAIL DIRECT MAIL CUP**, given by A. P. Alexander, Jr., Editor of The Red Barrel, The Coca-Cola Company, Atlanta, Georgia, for "The Most Effective Retail Store Direct Mail Campaign" . . . was awarded to The Broadway-Hollywood of Hollywood, California, department store.

5. **THE PRESIDENT'S CUP**, given by L. Rohe Walter, Advertising Manager, The Flintkote Company, Inc., New York, and

President of The Direct Mail Advertising Association, for "The Most Outstanding Industrial Direct Mail Campaign" . . . was awarded to Merck & Co., Inc. of New York, manufacturing chemists.

6. COLOR IN DIRECT MAIL CUP, given by Herbert Kaufman, Advertising Manager of General Printing Ink Corporation, New York, for "The Most Effective Use of Color in a Direct Mail Campaign" . . . was awarded to Aberle, Inc. of New York, manufacturers of women's hosiery.

7. HOUSE ORGAN CUP, given by G. D. Crain, Jr., Publisher of Industrial Marketing, Chicago, Illinois, for "Campaign Including the Most Effective Use of House Organs—Internal and/or External" . . . was awarded to Shell Oil Company Incorporated of New York, petroleum marketers.

8. JIM MOSELY CUP, given by James M. Mosely, President of Mosely Selective List Service, Boston, Massachusetts, for "The Best Campaign for Getting Orders Entirely Direct by Mail" . . . was awarded to Southern States Iron Roofing Co. of Savannah, Georgia, mail-order roofing and paint.

9. SERVICE ORGANIZATION CUP, given by R. H. L. Becker, Advertising Manager of The National Cash Register Company, Dayton, Ohio, for "The Most Effective Direct Mail Campaign for Service Organization" was awarded to Eastern States Farmers' Exchange of Springfield, Massachusetts, Co-operative Purchasing.

10. EFFECTIVE LETTERS CUP, given by Arthur W. Theiss, Sales Promotion Manager of The Ohio National Life Insurance Company, Cincinnati, Ohio, for "Achievement Through the Use of a Letter

Campaign" . . . was awarded to The Church of the Redeemer of Baltimore, Maryland.

11. NON-SUBSCRIPTION CONSUMER CUP, given by Gates Ferguson, Direct Mail Division of R. L. Polk & Co., Detroit, for "Best Non-Subscription Consumer Magazine published as a Direct Advertising, Good-Will and Sales Promotion Medium" . . . was awarded to Friends Magazine, The Chevrolet Motor Division, General Motors Sales Corp. of Detroit, Michigan, manufacturers of automobiles.

12. The REPORTER CUP, given by Henry Hoke, Publisher of *The Reporter* of Direct Mail Advertising, New York, for "Most Effective Use of Good Showmanship in a Direct Mail Campaign" . . . was awarded to Royal Typewriter Company, Inc. of New York. Manufacture and sales of typewriters.

13. TIME-LIFE-FORTUNE CUP, given by Nicholas Samstag, Circulation Promotion Manager of TIME, for "The Letter or Campaign of Letters Most Effectively Combining Sales Results with the Cultivation of Good Will" . . . was awarded to United Air Lines of Chicago, Illinois, air transportation.

The balance of the Fifty Direct Mail Leaders for 1941 are as follows:

Abbott Laboratories  
North Chicago, Illinois  
Aetna Life Insurance Company  
Hartford, Connecticut  
Aluminum Company of America  
Pittsburgh, Pennsylvania  
Association of Gas Appliance  
& Equipment Manufacturers  
New York, N. Y.  
Austenal Laboratories, Inc.  
Chicago, Illinois  
Bausch & Lomb Optical Company  
Rochester, New York

Merrill Lynch, Pierce, Fenner & Beane  
New York, N. Y.  
Mills Novelty Company  
Chicago, Illinois  
Monsanto Chemical Company  
St. Louis, Missouri  
Mutual Broadcasting System, Inc.  
Chicago, Illinois  
National Broadcasting Company, Inc.  
New York, N. Y.  
New England Coke Company  
Boston, Massachusetts  
Phoenix Metal Cap Co. Inc.  
Chicago, Illinois  
Boston Elevated Railway  
Boston, Massachusetts  
Carstairs Bros. Distilling Co. Inc.  
New York, N. Y.  
Caterpillar Tractor Company  
Peoria, Illinois  
Continental Can Co. Inc.  
New York, N. Y.  
Devoe & Reynolds Co. Inc.  
New York, N. Y.  
Eastern Air Lines Incorporated  
New York, N. Y.  
Fawcett Publications Incorporated  
New York, N. Y.  
Gilman Fanfold Corporation  
Niagara Falls, N. Y.  
Hercules Powder Company Inc.  
Wilmington, Delaware  
Heywood-Wakefield Company  
Gardner, Massachusetts  
Hoover Ball and Bearing Co.  
Ann Arbor, Michigan  
Illinois Tool Works  
Chicago, Illinois  
Lit Brothers  
Philadelphia, Pennsylvania  
Provident Mutual Life Insurance Company  
Philadelphia, Pennsylvania  
Reliance Life Insurance Company  
Pittsburgh, Pennsylvania  
RCA Victor Company Limited  
Montreal, Canada  
RKO Radio Pictures Inc.  
New York, N. Y.  
San Francisco Call-Bulletin  
San Francisco, California  
Schering Corporation  
Bloomfield, New Jersey  
Meredith Publishing Company  
Des Moines, Iowa  
Took Brothers Limited  
Montreal, Canada  
United States Rubber Company  
New York, N. Y.  
Chris Walroth Clothes  
Toronto, Ont., Canada  
Radio Station WIBW  
Topeka, Kansas



## GET CASH WITH ORDER with

# CHECKVELOPES

**ORDER BLANK  
BANK CHECK  
REPLY ENVELOPE**

*All In One*

**TRIPLE DUTY**

Three forms in one! Make it easy to buy . . . easy to pay.  
Ask for samples.

**TENSION ENVELOPE CORPORATION**  
345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

Extra sets of the Fifty Leaders portfolios will soon start their tour around the country visiting Advertising Clubs and sales meetings of all kinds. Watch for their appearance in your locality . . . for these campaigns should be studied. One set of the Leaders will be on display in The Direct Mail Center. Another set can be examined in the Library of the Direct Mail Advertising Association.

The D.M.A.A. under the presidency of L. Rohe Walter and under the guidance of executive manager Jane L. Bell, is running along smoothly and efficiently.

And don't ever forget that the D.M.A.A. has been the powerful guiding force behind the steady growth of Direct Mail.

### Departmentalized Booklets

Many months ago, this reporter praised The University of Rochester for its departmentalized booklets.

John E. Kramer, Registrar of Philadelphia College of Pharmacy and Science, the oldest institution of its kind in America . . . tells us that his institution has had its own literature departmentalized for the past five or six years, and sends samples. They are well done in offset and each individual booklet such as that for Chemistry, for Pharmacy, for Biology, for Bacteriology, is well illustrated with photographs taken in the department. So allow for another educational institution which is doing a bang-up job of departmentalized promotion.

And while we are on the subject . . . thanks to another organization (which really started the idea of departmentalized promotion) for sending its latest batch of promotional booklets . . . The National Cash Register Company of Dayton, Ohio. Previous stories in *The Reporter* have told you that the advertising department of this organization produces

more than 500 individual pieces of Direct Mail per year, with total quantities running over 20,000,000. Latest collection of samples contains 18 individual booklets, each one devoted to one specific subject that may help the merchant do a better selling job. These booklets are available for salesmen to specify for mailing to individual prospects. There booklets are Store Arrangement, Window Displays, Pricing, Telephone and Delivery Services, Credits and Collections, Buying, Salesmanship, etc., etc. The entire collection of National Cash Register advertising booklets makes the most complete merchandising course in existence. We are glad to see that the new booklet on store advertising devotes the correct proportion of space to Direct Mail Advertising. The question is, "why don't more manufacturers departmentalize their Direct Mail promotion (including . . . catalogues)?"

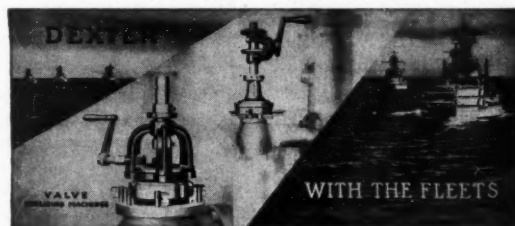
### GOOD PRESENTATION OF A "Good Idea"

In a 28-page and cover booklet, the United Parcel Service does a commendable job of explaining the origin, purpose, growth, and policy of its company.

The front cover has a crayon-effect drawing of an outline map of the United States, printed in a pinkish-brown. Over it, in black, the title—"A Good Idea and How It Grew." The story tells of the beginnings of United Parcel, the difficulties of its early days, the problems it met—and solved—as it grew. Center spread pictures another map of the United States with United Parcel—served cities marked, and important dates of expansion noted.

Chapters entitled "Some Purposes and Policies," and "Past and Future" give an interesting climax to an interesting story well told.

## National Advertiser Increases Returns 13.78% With Artographic!



**ARTOGRAPHIC** is the new process for illustrating your product or service on the back of an envelope.

The publishers of a national magazine sent a test mailing to a national list of doctors to determine the pulling power of Artographed envelopes as compared with ordinary envelopes. Cash returns from offers mailed in Artographed envelopes were 13.78% greater than from those mailed in ordinary envelopes. Write for further details.

### CURTIS 1000 INC.

342 Capitol Avenue  
HARTFORD, CONN.

1000 University Avenue  
ST. PAUL, MINN.

2630 Payne Avenue  
CLEVELAND, O.



# I AM EVER GRATEFUL

FOR my job which may not be entirely to my liking and the pay less than I believe I am worth—yet if I complain, wisely or otherwise, I should always be fair enough to recognize that my job provides me with a livelihood and a dependable source of protection for my loved ones. It is reasonable to believe that if I use my head—go straight—apply myself—work hard—and remain loyal, I shall yet be given more pay or perhaps a better job paying much more.

FOR my home, be it ever so humble, and particularly for the few or many who have come to dwell in it and make it blessed, and likewise for kindly friends and neighbors who frequently prove, by word and deed, according to their time and ability, that man is actually his brother's helper. And right now our brothers are not only to be found here as never before, but also in more than one country over there.

FOR the choicest of all possessions known as health and which when it is good makes me a desirable worker and which when it is poor—due perhaps to an excess of this or a lack of that—enables my healthy competitors to forge ahead. Truly I must safeguard my health, without becoming a victim of quacks or food faddists, if I value its contribution to success and happiness.

FOR the great privilege—coveted by thousands—of living and working in a country where men and women are at liberty to worship in any church they please, and where speech, thought and action can be reasonably indulged without serious curtailment, so long as the simple rudiments of common sense and the laws on the statute books are respected.

FOR a long array of unrivalled educational facilities, enabling boys and girls, whether rich or poor, to prepare themselves at a nominal cost, and often at no cost at all for successful traveling over any road, be it smooth or rough.

FOR the meritorious books, magazines, newspapers and scores of other periodicals so widely circulated, at a trifling expense in proportion to their helpfulness, and which I can utilize to great advantage in making my activities harmonize with the terrific obligations always before me—to improve myself mentally, morally and spiritually day by day.

FOR the freedom afforded me to laugh, sing and play without being regimented

and followed by soldiers or policemen or both with instructions to so regulate and control my activities as to make them conform to a prescribed code of procedure, worked out in military fashion by some bumptious dictator and his misguided stool pigeons.

FOR an endowment of faith, courage and imagination which enables me to maintain a fighting attitude against softness—indifference—laziness—extravagance—materialism—all allies of the cunning and malicious plotters who would tear down and destroy what has been built well for the security and advancement of humanity.

FOR the genuine uplift, sure to follow, when I visit the sick and imprisoned—when I feed the hungry—when I stretch out a helping hand—when I lift up the fallen—when I heed the admonition of the great Master to “Be of good cheer”—and even when I take a cup of cold water to the thirsty.

FOR not being an excessive worshipper of gold, and for life's really stable and satisfying compensations resulting from the friendship and confidence of those who have applied the test and found me to be a candle lighter and a constant practitioner of the square deal, rather than a Shylock with limited vision and grasping tendencies.

FOR the pleasure and satisfaction of going my way anywhere unmolested, provided my conduct as a gentleman proves that I am justly entitled to reasonable attention and fair consideration at the hands of others.

FOR the strength, encouragement and downright happiness which a man always derives from being a dispenser of courtesy—a distributor of sunshine—a keen observer—a good listener—and a reflector of enthusiasm with a thoughtful regard for the rights and opinions of those with whom he works and to whom he must necessarily give his very best, if their best is to come back to him.

FOR the light and inspiration gained from the knowledge that I am too busy saving wood and minding my own business to reduce myself to the low level of a trouble breeder, a carrier of gossip or a back stabber.

FOR the glorious opportunity to play the role and display the beautifully clothed spirit of a man, who stands four square to every wind that blows, and exerts the far reaching influence of a careful thinker and

a painstaking worker in a world of chaos and confusion.

FOR the broadening of my mental equipment through friendly relations, within my power to create, in the busy marts of trade with other human beings of all types and all grades of ability.

FOR the sweetening and strengthening of body, soul and mind, so easily acquired from nature's bountiful storehouse when I go by myself or with a group of friends, without hindrance, to some secluded place of retreat in the woods or along the shores of some pond, lake, river or ocean.

FOR the joy of wandering and mediating among the open darkness of the night when the air is literally filled with stars and the beauties of life are enhanced by the glories of the mystic canopy-overhead.

FOR BEING AN AMERICAN CITIZEN AND ENJOYING THE BENEFICENCE OF THE GREATEST FLAG THAT EVER WAVED OVER LAND OR SEA. GOD PITY ANY MAN OR SET OF MEN WHO TRIES TO ROB ME OF MY PRICELESS HERITAGE OR DARES TO TAMPER WITH IT IN ANY WAY, SHAPE OR FORM.

*Reporter's note:* Very few men connected with Direct Mail can write as simply, as sincerely and as inspiringly as Charles R. Wiers, Vice President of the DeLong Hook & Eye Company, Philadelphia, Pa.

The copy you have read above was written by Charles Wiers for his monthly bulletin “Selling Hints.” *This reporter* believes that every house magazine editor and every director of sales bulletins should use this copy in the next available issue. If you use it, be sure to give credit where credit is due.

## No. 1 Permit Club

Add to list of those who hold No. 1 Business Reply Permit in their city:

Ben Dahlke, president of the Dahlke Stationery & Mfg. Company, Buffalo, New York.

## POP-UPS AND POETRY

No wonder Bob Schmid, Mutual Broadcasting's Director of Advertising says "The response has been amazing." He's speaking of Mutual's new 10" x 13½", 30 page promotion book "... from the bottom UP." It's the sort of thing only a confirmed sourpuss could pass up.

Story is told completely in verse ... and good singing verse at that. Illustrations are not only in color ... the majority are die-cut, tipped-on figures that pop-up as pages open.

It is undoubtedly the most intricate and elaborate promotion of the year 1941. It can't be described accurately. It will be placed in a prominent place in the Direct Mail Center.

Meanwhile ... here's an interesting response to our letter asking Bob Schmidt to tell us about production details and response:

It's hard to tell you whether the pop-ups or the poetry gave us more trouble, although actually I would say that after a rather discouraging first month (in which we experimented with pop-ups that were too much involved to be practical), hard luck didn't set in on this job.

We printed 3,000 of them at Kenilworth Press; had Consolidated do the die-cutting; and had Tapley do the assembling, tip-ons, and bindings.

We had good help and good luck, and so I think that I can truthfully say the result was not too far distant from our highest hopes.

The response has been amazing. Evidently the bigger the executive the more childish he is (or anyway the more he prizes

an appeal to his childhood memories). Better than 40% of all the responses we received (and it was the largest response ever sent to this address) was from company presidents. And Henry, as you know, our mailing list is limited almost entirely to those companies capable of spending \$250,000 a year up.

*Reporter's Note:* All of which seems to prove again that *top executives* will read Direct Mail ... if properly presented.

## ADVERTISING VOLUME

In order to forestall any further questions concerning the inconsistencies which appear in various published estimates of the amount of money spent on Direct Mail advertising ... here's a short explanation.

Printers' Ink is the fountain head of wisdom on the amounts of money spent for various checkable forms of advertising. Dr. L. D. H. Weld, Director of Research, for McCann-Erickson, Incorporated, furnishes Printers' Ink with its monthly and yearly index. Leonard Raymond of Dickie-Raymond, Incorporated, Boston, Massachusetts, supplies Printers' Ink with a monthly index showing the amount spent for Direct Mail. This amount is computed by applying a well tested ratio-formula to the monthly sales of postage stamps. Dr. Weld adds a small amount each year to cover a possibility of error and that is how he arrives at his \$300,000,000 figure for Direct Mail Advertising in

the figures published by Printers' Ink.

However, Leonard Raymond and many others who are mixed up in this Direct Mail business, know that millions of dollars are spent on printed promotion which is delivered by *selective controlled distribution* partly through the mail but partly through Western Union, salesmen, package inserts, dealers and other methods of distribution.

After comparing many surveys, we arrived at a ratio figure which could be used to estimate total direct advertising mailed and unmailed. We use the published Direct Mail figure as the starting point. By adding the proportionate amount for Direct Advertising we arrive at the \$554,000,000 figure ... which represents approximate amount spent yearly in all types of Direct Advertising.

## Free for H. O. Editors

Dave Davenport of Union Steel Products Company, Albion, Michigan informs us that the Advertising Roundtable of Southern Michigan has reprinted Harry Hidgon's talk "Designing the House Publication" in beautifully designed 6¼" x 9½", 12 page booklet. Copies will be mailed free to *Reporter* readers. Requests for copies should be addressed to the Club's secretary, Mr. Keith Redner, c/o Battle Creek Break Wrapping Machine Company, Battle Creek, Michigan.

# PIONEER • MOSS

PHOTO • ENGRAVERS SINCE 1872  
460 WEST 34TH STREET • NEW YORK

MEDALLION  
3-0440-1-2-3



## ADVERTISING STRATEGY

One of the problems facing the Ediphone Division of Thomas A. Edison, Inc. as a result of the defense program was the necessity of revising its Ediphone sales promotion and advertising plans and seeking business where business is to be had today. As a result, a list of 18,000 key executives in the country's most vital defense and Government positions was compiled—and to those executives a new "Executives' Defense Digest" will go out twice every month.

The Publication will bring these executives up to date on the latest developments in the defense picture. In digest form, it will sum up news and information which otherwise would require impossibly widespread reading of magazines, newspapers, trade papers and newsletters.

Julian Brodie of Green-Brodie, Inc., Edison's advertising agents, tells *your reporter* that today is certainly not the time to blanket defense executives desks with elaborate printed mailings full of the familiar advertising appeals. The advertising most welcome to hard-pressed executives is advertising which is informative, useful and saves them time. It was decided that Edison would be able to render a valuable, concrete service by giving them a twice-monthly resumé of significant defense news in capsule form. The digest, besides performing this otherwise unobtainable service, provides a legitimate, factual vehicle for reporting the accomplishments of Ediphone Voice Writing in the field of national defense.

Admittedly, Edison has a partially selfish motive in creating this publication for its Ediphone prospects. But Edison also felt that it met a genuine need. First responses indicate an enthusiastic reception. All on list supplied with attractive binder to file complete series. *Reporter* readers should try to get on this list.

## Additional Approval

Dear Mr. Hoke:

Possibly Nick Samstag was the only one to write to you about the change in format but I'll bet a doughnut or two that there were plenty like myself whose immediate reaction was "Thank God, Henry has finally discarded this ladder layout."

J. Zellner, Circulat. Mgr.,  
Reinhold Publishing Corp.,  
330 West 42nd St., N. Y. C.

*Reporter's Note:* During the present emergency *The Reporter* may discard many of the time wasters and "eye-stoppers" which seem to clutter up the publishing business. We will try to give you the best ideas each month in plain language and plain dressing. If you are interested in Direct Mail, we won't need to trick you into reading *The Reporter*.

## OPENING A DRESS SHOP

A yellow sheet of paper measuring 8½" x 14" starts in as follows:

### MICKEY COULDN'T COOK!

*That's why we announce the opening of*

### — MICKEY'S DRESS SHOP —

Mickey was a dud in the kitchen. Her biscuits were as hard as rocks . . . and her steaks were tough as leather.

And no wonder. For years, instead of reading cook books, Mickey read fashion books. Her mind was always full of dresses. To her, scallops weren't fish . . . they were trimmings on a dress.

So to get her out of the kitchen . . . she was promised a brand new little dress shop all her own.

And Mickey got it—on Brookfield Avenue near Whitelock Street.

Mickey knows a smart looking dress when she sees one. She knows good material when she feels it. And she knows a manufacturer's low price when she gets it.

Stop in Mickey's Dress Shop and look around. You will find quite a few very interesting dresses . . . at real bargain prices. Thank you.

Then in bold black type are prices for the opening specials—running from \$5.95 to \$14.95. Under the prices a line "Heaven Knows What They're Worth!" And more copy along similar lines.

Who wrote this copy? You guessed it. The fellow who put across Mr. Lapides Delicatessen store . . . Merral Fox of Baltimore. Good luck to Mickey . . . and to Merral.

## How to Hold Return Cards

More than one advertising man has been stopped with the problem of how to enclose a reply card in a self-mailing folder. The usual way out of the dilemma is to make the reply card a part of the folder, to be torn off and returned.

Two clever methods of holding a separate reply card in a folder came to the Direct Mail Center recently. One was produced by Bernard Segal, Advertising Manager of the Holland Laundry, Jersey City. Bernard has the reply card printed separately, and trimmed to the exact width of the center portion of a scored Bristol self-mailer. When the reply card is placed in the folder and the folder is held closed with a stamp, the card does not slip out. Says Bernard: "This is probably nothing new, but it works."

The other example was created by Fred B. Reast, 10 East 43rd Street, New York, for the Downs-Smith Brass & Copper Company. His folder is 4-pages, 8½ x 11, which becomes a self-mailer when it is folded again through the middle, and held with a sticker at the bottom. The bottom of the folder has a semi-circle punched out of the middle. In applying the sticker to hold the folder closed, the separate reply card is placed inside, the sticker sticks through the semi-circular cutout and holds both card and folder.

## A Trip Through the Plant

One of the most popular uses of Direct Mail is a booklet containing a camera and word picture of a trip through the plant . . . to be sent to far distant prospects who might be interested in how the service or product they buy is made.

One good example is the 24 page and plastic bound cover, 8½" x 11" booklet, issued by Kable Brothers Company, Mount Morris, Illinois . . . entitled "At the Sign of the Twin Lions." Cover is five color letterpress, covered with cellophane. Inside pages printed by rotogravure. Excellently written and illustrated . . . it takes the reader on an extensive and thorough tour of this interesting plant.

Most unique features (1) a year by year listing of total annual volume, jumping consistently from \$900 in 1899 to the first million in 1923. First two million year was registered in 1927 . . . and the three million mark was crossed in 1937. (2) We also liked the way examples of work produced by Kable Brothers are shown on inside front and back covers.

An excellent job throughout.

THE REPORTER



## "Prepare to Chuckle"

... is the hand penned P.S. on a letter from a reader who wishes to remain anonymous. He writes: "Enclosed you will find a circular letter I received this morning which indicates that somebody has an eye for business."

The filled-in mimeograph letter is on the stationery of The Esquire, 514 Medical Arts Building, Seattle, Wash.

Dear Sir:

From your picture appearing recently in one of the city's papers, it is becoming apparent that your hair needs attention. May I make a suggestion?

Your hair needs attention now. Your hair is thinning, and you are rapidly acquiring a receding hairline. Now is the time we can help—now is the time to take care of it—before it is too late.

There has recently been opened in Seattle, a shop for *MEN*, specializing in scientific scalp treatments. Our well trained technicians can help you with your problem.

Because hair like a bud or branch of a tree depends on the trunk or limb for its nourishment and growth, we have on our staff a dietitian of twelve years of hospital experience to discuss good eating habits with you.

Will you come in and let us explain our treatment? This interview will cost you nothing, and it may mean the difference between a healthy head of hair and a shiny "Dome" in a few years.

## Opinion

For a great many years I was a subscriber to "Postage and the Mailbag," and always read with a great deal of interest and profit the many articles which you published. Since *The Reporter* came into being I have been a subscriber but I think nothing that you have written is more valuable than your account of the convention of the Baby Chick Association. Congratulations upon this most excellent production!

E. S. Kavanagh, Asst. Treas., Massachusetts Society for the Prevention of Cruelty to Children, Boston, Mass.

*Reporter's Note:* Funny thing how opinion was divided on that issue. Some of the "experts" thought it was "corny." Well ... maybe that is what advertising needs ... just

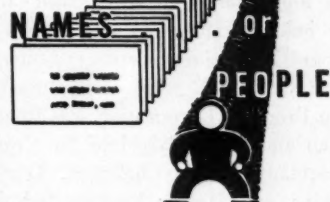
some plain old fashioned (corny, maybe) truths about a simple form of advertising which has been complicated with a lot of "corny hokum" by the experts.

## WRONG POSTAGE

Some months ago we warned that one of these days we would publish the names of all the firms who are mailing material to *The Reporter* with the wrong kind of postage. So far we haven't had the nerve to print this list. We realize that we may get some advertising managers or some mail clerks into trouble. Something should be done about it ... so we give this *second warning*. Non-urgent press releases, sales bulletins, house magazines, folders, booklets, and what have you, are still arriving either with an unnecessary 3c first class postage or with 1½c third class where 1c bulk rate would be sufficient. In several cases we have written to the advertising manager responsible for these mailings. We have received replies indicating that it was "too much trouble to separate the mail and save the postage." These alibis are "the bunk." *The Reporter* has four pet peeves. In order of irritation they are: 1. The fraudulent misuse of the mail by business cheats, foreign governments or members of Congress. 2. The attempt to make a racket out of the Direct Mail business by those who patent folds and die-cuts which have been used long before the patent was issued. 3. Waste of money in Direct Mail by the use of incorrect postage ... coupled with the waste caused by using incorrect mailing lists. 4. Waste in Direct Mail caused by asinine or amateurish handling of appeal copy, layout, format.

Will all of you please analyze your mailing lists and your methods of figuring rates of postage, so that *this reporter* will be relieved of the obligation of publishing a list of the *wasters*.

Which will you have?



Names come to Life when you rent lists of individuals with *known* mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

**D-R SPECIAL LIST BUREAU**

(Division of Dickie-Raymond, Inc.)

88 Broad Street

Boston



## Complete TYPESETTING SERVICE

... for Advertisers' and Publishers' most exacting demands — Hand-type, Monotype, Linotype. ... Tons of type of every description for Electrotyping, Engraving. Reproduction proofs for Offset or Gravure Processes. A complete reprint division for quick service.

## KING TYPESETTING SERVICE

In the McGraw-Hill Building

330 WEST 42d ST., NEW YORK

ALSO FOREIGN-LANGUAGE TYPESETTING

# A DIRECT MAIL CLINIC

Dave Beard of McGraw-Hill Publishing Company kindly jotted down the highlights of the Direct Mail Clinic held in Toronto during the National Industrial Advertisers Convention. Samuel E. Gold of Lignum-Vitae Products Corporation was Chairman and A. P. Darcel of the Crane Company was co-Chairman. Dave Beard and Homer Buckley led the discussion. Here are the best points.

1. These are difficult times for Sales and Advertising Managers with production schedules booked up for a long time to come. The first thing we can do by Direct Mail is to make every effort to pacify regular customers who cannot be supplied! . . . and keep their good will.

2. "There has been a definite trend toward informative booklets; manufacturers are using direct mail to offer customers specific help on the latter's own production problems—to advertise the availability of the company's own research and technical men . . . to pass along ideas for speed-ups and shortcuts—to help customers increase workers' efficiency—to show them how to get more out of present equipment—to send samples of new material which can be mailed conveniently—to tell production men exactly what items can be delivered quickly and to retain their goodwill when delay is unavoidable.

3. Others ways to use Direct Mail successfully during this period:

a. To sell products which the manufacturer can still supply, and incidentally to correct the misapprehension of buyers who simply assumed they were out of stock without inquiring.

b. To reach secondary markets with immediate sales potential for a manufacturer's subsidiary lines.

c. To introduce adequate substitute lines which serve the same purpose as items regularly carried but now unavailable.

4. The mailing list is more important than ever . . . because the turnover in executive and technical personnel in the industrial field in the past eighteen months has been enormous. Plant expansion, of course, has been record-breaking.

Companies who were manufacturing food equipment are now making tank ports. Safe manufacturers are producing gun turrets.

Soap manufacturers are running shell loading plants . . . and hundreds of similar examples of manufacturers switching into fields heretofore foreign to them because of the Defense program.

As a result, companies are using materials as well as equipment that in many cases is entirely different from what they have been accustomed to using.

After this fuss is all over, many companies will have found they are able to do new things and they will probably stay in these foreign fields or branch out into new angles using the new types of material and equipment with which they are now working. Thus they are a new type of prospect for someone.

All of this means that your old stand-by mailing lists, which formerly accurately listed the type of company, products manufactured, equipment used, material used, their potential purchase ability, both as to quantity and type, will be as accurate as a Baron Munchausen story.

Direct Mail men will have to be prepared with correct up-to-the-minute mailing lists, if they expect to do a successful Direct Mail job, during and after the war.

You will have to find out what new types of products are now being manufactured by companies that may be your particular field . . . as well as the new companies that have come into the field. You will have to know what new equipment they may need, the substitute materials they now use. It will be very important to have the proper names of the key men and there will be many new ones on list.

5. Regardless of how attractive, clever, expensive or full of sales punch your Direct Mail piece may be, if it does not reach the right prospect, your campaign will be a guaranteed failure.

## Show Customers How to Do It

"Show customers how to do it" is good merchandising principle. Interesting example: O. W. Scott and Sons Co., lawn seeds, distributes five times yearly *little bulletin on lawn care*. Over 500,000 home owners get it—which makes it one of most widely-circulated house magazines.

**Reporter's Note:** Just couldn't help reprinting this item about a DMAA member from that perpetual temptor of a scissors addict "Grey Matter" of the Grey Advertising Agency, N. Y.

## Speaking of Sizzles

Here's an interesting item printed from "joke" column of "The Directory Journal":

Skeptical Prospect: "Young man, what do I get for my money if I rent this apartment?"

Salesman: "You get a home, on which we pay your taxes, your insurance, your water, oil, buy your coal, fire your furnace and hot-water heater, furnish your window shades, gas stove, electric refrigerator, do your decorating and repairing, cut your grass, sweep your walks, clean your hall, pay light bill for your hall, entrance and garage, empty your garbage, fight your battles with the neighbors, nurse your children and pet the dog . . . and you ask me what do you get for your money!"

Prospect: "Pardon me for being so stupid . . . where do I sign?"

## A New User of Direct Mail

Columbia Recording Corporation will utilize Direct Mail for the first time as part of a \$200,000 campaign to promote Columbia records as Christmas gifts—so says Patrick Doland, advertising manager.

The Direct Mail program will be offered dealers as a complete service on a share-cost basis, with Columbia paying 50% of the cost.

Columbia's Direct Mail campaign is based on attractive and colorful illustrated penscript letters with distinctive appeal to retail customers. The letters sell the idea of album sets and records as the most appropriate Christmas gifts people can buy. Each letter is accompanied by an order blank which lists and quotes prices on all Christmas items. A business reply envelope with the dealer's name and address imprinted is enclosed. The decorative design of the letters feature the dealer's name, address and phone number on the inside spread, which lists the Christmas items.

Outstanding feature of the Direct Mail campaign, aside from the sales messages, is the clever use of a Santa Claus theme, with Santa himself and a Columbia record serving as the design of one letterhead and Eve Christmas (Santa's secretary) decorating the second letterhead. Business reply envelopes are addressed to Santa Claus in care of the local dealer.

# READ THIS CAREFULLY

Remember our report on the unique contest staged by Time Magazine? They asked thousands of advertising men to vote on the order in which seven Time test letters would pull. An Office Memo from Nick Samstag of the Circulation Department to Shepard Spink of the Advertising Department should be tremendously interesting to all copy writers. Even though you did not see the original seven letters—read these comments.

Here is a comparison that I think will interest the contestants in your \$500 sweepstakes contest. It looks like a case where the last shall be first and the first last.

The first column ranks the letters on the basis of their actual pulling power as determined by our mailing test—i.e., it is the winning order. The second column lists them in the order of the first-choice votes they pulled from the advertising men who entered the contest.

| FIRST SENTENCE OF LETTER           | Winning Order | Admen's Vote |
|------------------------------------|---------------|--------------|
| Ours is the tragic privilege . . . | 1             | 6            |
| Now that the war is crowding . .   | 2             | 7            |
| Even so Hitler is in trouble . . . | 3             | 1            |
| I have never sent a young man . .  | 4             | 4            |
| TIME's ed. office in Chungking .   | 5             | 2            |
| 50c a word . . . . .               | 6             | 5            |
| The Story of Willoughby Stone .    | 7             | 3            |

We have been studying this test here in the Circulation Department—and I think advertising men might like to know some of the things it seems to show about the public's current attitude toward news-slanted selling copy.

1. All of us are very much impressed by the commanding lead piled up by the letter which begins "Ours is the tragic privilege." This is a very sober letter which goes on to say that "no intelligent American needs to be reminded that keeping well informed is a personal duty." And I guess the tremendous success of this letter shows that people are now responding best to grave appeals about the news.

This is further indicated by the standing of the "Even so Hitler is in trouble" letter, which is certainly much more exciting than the "tragic privilege" letter. The Hitler letter was also the Circulation Department's bet to win. Actually it came in third.

2. The success of the second letter is very interesting evidence that TIME has

been right in not going overboard editorially about the war—and that perhaps advertisers should also recognize the public's intense interest in non-war news in angling their copy. This is the letter which begins "Now that the war is crowding so many big stories off the front pages of the newspapers . . . TIME can be more valuable than ever" and goes on to point out how TIME keeps its readers posted not only on the war but on all the news of peace as well—of politics and business and books and medicine.

3. Another thing that we noticed was the very poor showing made by The Story of Willoughby Stone. The fact that this letter came in last seems to point the same moral as the letter that came in first, "Ours is the tragic privilege," for this more or less humorous letter was one of TIME's most successful during the winter of 1939-1940 (when the phoney war on the Maginot Line was under way)—but against the much more serious background of today's news it is a complete bust.

4. And finally, although this tabulation makes it look as if letter No. 4 is the only one the advertising men placed correctly, actually it was a major stumbling block. This is the letter which begins "I never sent a young man to your office to ask you to subscribe to TIME so he could work his way through college." Exactly 10% of the contestants rated this letter first, so it shows up fairly well in column two of this analysis. But the vast majority of the entries put the letter near the bottom of the list—another piece of evidence that advertising men are much less interested than the public is in circulation methods.

All of this makes us wonder if TIME's direct mail copy tests might provide a guide that advertisers would find useful in their own news-slanted copywriting. Maybe we ought to make your sweepstakes an annual event.

**Reporter's Note:** We agree 100% with that last line.

H. H.

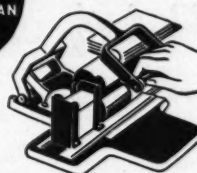
An old Scot was smoking in the waiting room of a railway station. A porter said to him: "Don't you see that notice on the wall—'No Smoking Allowed?'"

"Yes, I do," said the Scot, "But how can I keep all your rules? There's another one on the wall that says: 'Wear Spirella Corsets.'"

*The Plibrico Firebox,  
Plibrico Jointless Firebrick Co.*

**\$17.50**  
LOWEST PRICE  
EVER PUT ON AN  
ADDRESSING  
MACHINE

**NO MORE TIRESOME  
HAND ADDRESSING**



To advertise ELLIOTT ADDRESSING MACHINES, which print addresses from typewriter stenciled Plastikote Address Cards instead of heavy, costly metal address plates, Elliott has produced the ADDRESSERETTE, a \$17.50 addressing machine. It is as fast and works on the same principle as addressing machines that until now have sold for \$75.00 and up. Clubs, Lodges, Associations, Churches, Small Stores and Offices—any one who wants to save time and the labor and bother of hand or typewriter addressing—will find the ADDRESSERETTE what they have long wished for. Write for illustrated folder.

**THE ELLIOTT COMPANY**  
127 Albany Street, Cambridge, Massachusetts  
[Price Denver West, slightly higher]

## SALES CONTESTS.

Pin this ad to your letter-head and get a copy of "How to Run Better Sales Contests" by Zenn Kaufman.

The book is sent on approval for a 10-day examination. Pay \$3.50 if you keep it.

**BUSINESS BOOK SERVICE**  
25 West 45th St., New York

## Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$2.00 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

**Fisher-Stevens Service, Inc.**  
183 Varick St. New York, N. Y.



# CASE HISTORY OF A COMPLAINT

## *Perfectly Handled*

### **The Complaint:**

Oct. 16, 1941

President,  
James McCreery & Co.,  
34th. St. at Fifth Ave.,  
New York City.

Dear Mr. President:

Practice makes perfect . . . and as an advertising copywriter I am grateful to you and to your organization for the practice in writing that I am now getting. Nobody answers my letters when I write; nobody cares whether I have a complaint or not. But the practice I am getting is remarkable.

Of course, maybe you aren't interested either. A president of such a large department store as yours certainly cannot be bothered with customer complaints. You are probably too busy even to bother about your complaint department. But I thought it would be sort of cozy just to write to you anyhow. And then it gives me some more practice.

Well, it seems that way back in September and even further back in August I wrote regarding a sofa I purchased in July. My wife had picked out a lovely fabric to have it upholstered with, and she left the whole thing in the capable hands of James McCreery & Co. Subsequently the sofa arrived. Happy day!

Everything was swell, except that the upholsterers had done the unorthodox thing of skimping on the material to the point where the sofa looked like the front page of the Daily News. The selvage with all of its reading matter was visible everywhere . . . and still is.

My wife, who is young and who still has many of her illusions, imagined that all I had to do was to write to James McCreery & Co. about this deplorable condition to have somebody come running over to remedy it. *There's a laugh for you, Mr. President.*

One letter didn't do the trick, so I tried writing again . . . and again. After all, we must safeguard our wives' illusions. We can try, anyhow. But the illusions are all gone now, and I can relax and treat the whole thing as if it had happened to somebody else.

Do I expect you to do anything about it? Pshaw! Mr. President. I'm only a customer. I used to shop at your store infrequently. Now I don't shop there at all. There simply isn't anything that you can gain by taking care of my complaint. Besides, why would you want to have anything to do with a person who goes around telling his furniture-buying friends to steer clear of McCreery's?

"Steer Clear of McCreery's"—euphonious, isn't it? That's what I mean when I say that I get some good practice writing these letters. One of these days I'll probably create a great slogan or something.

But that's about all I have to say now, Mr. President. Thanks for the practice.

Cordially yours,

Bernard Segal

9201 Hudson Blvd.  
North Bergen, N. J.

**The Answer:** Sent by special messenger and accompanied by a large box of flowers.

**JAMES MCCREERY & CO.**  
Fifth Ave. at 34th St.  
New York City

Office of The President

October 21, 1941

Mr. Bernard Segal,  
9201 Hudson Blvd.,  
North Bergen, N. J.

Dear Mr. Segal:

Our face is very red. We just plain lost the letter and it took a squadron of young men and two "seeing eye" dogs to find it.

We haven't any excuse, not even a vestige of one. Sorry!

Mrs. Segal has by now heard from us by telephone and the inept gentleman who made the original error has made an appointment to come out and admire his handiwork. Our Furniture Department will follow thru and I am sure that they can erase the previous bad impression.

If you have any further problems please let me know. We don't usually abuse our customers.

Very truly yours,

Signed: J. Edward Davidson,  
President.

P. S. Your letter was swell. You must have enjoyed writing it.

### **The Conclusion:**

Mr. J. Edward Davidson, President,  
James McCreery & Co.,  
Fifth Ave. at 34th. St.,  
New York City.

Dear Mr. Davidson:

It is well known that words often fail a copywriter, but never so completely as they fail me now.

Your most cordial letter reached me today accompanied by, much to my amazement, a beautiful box of flowers for Mrs. Segal.

Needless to say, Mrs. Segal and I have been completely disarmed by your generosity and by the attention which we have received.

Your frank admission that McCreery's has no excuse to offer for not having replied to my previous letters is enough of an excuse for me.

It would be unfair on my part to be less frank than you have been, and so I must say that I never harbored any ill will toward McCreery's even before your letter arrived.

Thank you again for your friendliness and for your unique way of saying that you are sorry.

We like McCreery's better than ever now.

Very truly yours,

Bernard Segal

**Reporter's Note:** Lots of things can be solved by friendly letters.

## ASKING FOR HELP—It Worked

Here is an interesting letter from Sigmund Shlakman of the Columbia Advertising Agency, 17 West 45th Street, New York City.

"Hail Direct Mail! Hail the Brotherhood of Advertising Men!

A single mailing . . . to a list of 180 . . . results in \$1,024,000 in orders! (Yes—that's one million and twenty-four thousand dollars.)

The recipient of these orders is the ROWE MANUFACTURING CO., INC., 17 East 16th Street, New York City, manufacturer of candy and cigarette vending machines. The idea for the mailing was originated by Arthur Nack, advertising manager.

Here's how it came about: Mr. Nack is a member of the National Industrial Advertisers Association. Many members of this association are advertising managers of firms holding substantial defense orders. The ROWE MANUFACTURING COMPANY had no defense orders, but did have the equipment, experience and manpower to produce metal products for defense work in the capacity of sub-contractors.

So—Mr. Nack writes a letter to his aforementioned fellow-members of the N. I. A. A.—180 of them.

Along with the letter goes a clear and concise statement of the ROWE set-up—what they can do and produce . . . their history . . . man-power and engineering staff . . . and a let-us-prove-it offer. Also included is some literature showing the products ROWE now produces.

RESULTS: 29 replies (25 letters; 4 phone calls.) Twelve were offers to do business, six of which ROWE is equipped to take advantage of. Three of these materialized into actual orders for \$1,000; \$23,000; and \$1,000,000 respectively. Three others are still "cooking!"

The well processed, filled-in letter on engraved photogravure letterhead is decidedly worth reprinting. All of which seems to prove again an old, old rule of selling. To wit: If you want business . . . ask for it.

Dear Mr. Blank:

Although it concerns sales more than advertising, as one N. I. A. A. member to

another, I'm writing to ask your help in "licking a problem."

Despite today's so-called "sellers' market," I'm hunting for business—DEFENSE BUSINESS.

To get it, I'm going to fall back on some of those good, old-fashioned theories of salesmanship which were in vogue way back when copy was conceived to cull inquiries.

At that time (as even we advertising men knew), the best sales story for the best product brought results only when told to the right man.

Now my job is to pull a Diogenes and find that man—and to do it, I need your help.

Specifically, the fellow I'm looking for is the man in your company who allocates sub-contracts for the defense work your firm is doing as a prime contractor.

That man can use our manufacturing facilities to the advantage of your company as well as mine; he is as much interested in meeting us as we are in meeting him, and any act that brings us together is a definite contribution to our country's defense.

What I want you to do—as a favor which I hope to reciprocate—is to place on his desk, or forward to him, the enclosed story of my company's manufacturing facilities for defense. Maybe your man will throw it in the waste basket, but more likely he'll say, "Bless you—and the N. I. A. A.—what would we do without you!"

### Do You Like Miniatures? And Who Doesn't?

We may have mentioned it before . . . but the best current campaign playing up the idea of miniatures is being staged by the Strathmore Paper Company, West Springfield, Massachusetts. If you haven't seen their portfolios, write to the company at West Springfield, Mass. and get on the list. These portfolios give actual examples of miniature folders and booklets . . . and they show how the miniatures themselves can be used for unusual effects or how the miniature dummies can be adopted for larger sized pieces. These portfolios should be in every idea file.

### "Page 66 Was Worth \$20,000 To Us!"

"Thank you for the \$20,000.00," wrote W. F. Rehbock of the Foley Mfg. Co. of Minneapolis. "You probably have no record of sending us \$20,000.00, but about two weeks ago you sent us the ROBERT COLLIER LETTER BOOK.

"We made a test along the lines suggested by Mr. Collier and we were amazed to find that we increased the pull of our letters 50%! That is why we know you sent us \$20,000.00!"

### THE ROBERT COLLIER LETTER BOOK

Robert Collier has sold and is now selling millions upon millions of dollars worth of all manner of products by mail. From books and magazines to silk stockings and shirts, from coal to printing machinery, he has shown all manner of concerns how to successfully market their products by mail.

And now he has put into one big book all of his most successful letters, all his tested and proven methods. "No book I have ever read on selling equals the Collier Letter Book," wrote C. L. Vancenburg of Seattle. And hundreds have echoed the same sentiment.

### SEND FOR IT!

Just your name and address, on your own letterhead, will bring you the ROBERT COLLIER LETTER BOOK for a week's free examination. The price? \$3.98—if you decide to keep it. But you can read it for a week—FREE—if you send for it at once.

### The Reporter

17 East 42nd St., New York City

If You Like This Issue . . .

and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Know what is going on in the Direct Mail field by following this monthly digest of Direct Mail ideas. If you are a subscriber . . . how about showing this copy to a friend?

Special Two Year Rate \$5.00

Subscription Rate \$3.00

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## Helpful Bulletins

From W. B. Blix, Philadelphia Terminals Auction Co., Philadelphia, we received a series of Bulletins mailed regularly to a list of 10,000 retailers and dealers in the Philadelphia trade area, to promote wider retailer acceptance of the commodities sold.

The Philadelphia Terminals Auction Company handles all California Citrus and Deciduous Fruits, as well as Northwestern Apples, Pears, Cherries, etc. They sell these fruits at public auction to local jobbers, brokers, retailers, which represent practically all of the buying power handling these commodities in Philadelphia.

As promotion pieces for this type of enterprise, their Bulletins are very effective. Each Bulletin is one page, printed in colors. The front of the sheet has the same identifying color illustration—a horn of plenty, filled with the fruits they handle, with a parade of the various fruits, presented in colored cartoon style, around the border. The reverse side of each Bulletin carries helpful information for the dealer—interesting facts to pass along to customers; window and store display ideas for fruits; instructions on the care and handling of various fruits, etc.

## Stodgy Letters

George R. Rogers who was National Directory of Advertising for the U.S.O. campaign submits the following:

The enclosed letter to Mrs. Rogers from the Packard Motors would be excellent text for your direct mail clinic. Its many errors are obvious and for me to name them would be like "carrying coals, etc."—the fill in, the direct inference that they have lost so many customers that they had to use a form letter to reach them all and final paragraph suggesting their service may not have been good—to name a few.

The form letter was multigraphed in light ribbon while the fill-in was made with a very black ribbon. Here it is:

Dear Mrs. Rogers:

The success of any retail business depends upon the continuous satisfaction of its customers. You are one of our valued clientele through the purchase of a Packard product, and we are concerned because you have not contacted us for some months.

We formerly had your entire maintenance business and trust that nothing occurred during these previous visits which might have caused any prejudices on your part. I have no knowledge of any misunderstanding, if there have been such instances.

We would like to renew this relationship because we do value your business. If there has been anything out of line, would you mind giving me an opportunity to discuss it with you?

Very truly yours,

E. J. Svoboda, Service Sales Manager, 11th Ave. Branch.

**Reporter's Note:** George forgot to mention that this letter, too, suffers from "we-itis." Ten dollars of *The Reporter's* hard earned cash goes to the reader who submits the best rewrite of this letter before January 15, 1942.

## A Tonic for We-itis

*The Reporter* will pay \$10.00 for the best rewrite of the following letter which is used by the Hollywood Knickerbocker Hotel, Hollywood, California as a follow-up to former guests. (Multigraphed, filled-in and hand signed.)

Dear Miss Blank:

Another year has rolled by since you have made your home at the Hollywood Knickerbocker. As we look forward to the winter season, we are hopeful that you will again be here with us to enjoy the warm, balmy Southern California climate and the many interesting things we have planned for you.

This year's Winter Sun Festival looms as one of the greatest arrays of alluring events ever to embrace any one area. Too, much is being done right here in the Hollywood Knickerbocker to make it an even more attractive and comfortable home than it has been in the past.

There is much ahead to happily anticipate, and we should like to know that you will be here to share the pleasures and contented living with us.

May we hear from you?

Cordially,

(s) M. A. Charlston, Mgr.

**Note:** It isn't a terribly bad letter—but it suffers from "we-itis." Look at those lines like—we look forward

—we are hopeful—be here with us  
—we have planned—we should like  
—living with us—may we hear. Seven "we" angles in sixteen typewritten lines. How would *you* write it? How would you change the slant to *you*? Ten dollars for the best rewrite to reach us before January 15, 1942 and we will donate the results to T. R. Nathan for the next issue of his "Hotel Promotion Work Book" which at present contains too many examples of old-fashioned, stodgy, we-itis Hotel letters.

## As Required By Law

*Statement of the Ownership, Management, Circulation, etc., required by the Acts of Congress of August 24, 1912, and March 3, 1933 of THE REPORTER of Direct Mail Advertising.*

Published monthly at New York, N. Y., for October, 1941.

State of New York, County of New York, SS.:

Before me, a notary public in and for the State and County aforesaid, personally appeared M. L. Burfeind, who, having been duly sworn according to law, deposes and says that she is the business manager of the magazine, *The Reporter of Direct Mail Advertising* and that the following is, to the best of her knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the name and address of the publisher, editor, managing editor is Henry Hoke, 17 East 42nd Street, New York, N. Y. That the names and address of the business managers are Henry Hoke and M. L. Burfeind, 17 East 42nd Street, New York, N. Y.

2. That the owner is: Henry Hoke, 17 East 42nd Street, New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning 10% or more of the total amount of bonds, mortgages or other securities are: None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by her.

M. L. BURFEIND

Sworn to and described before me this 14th day of October, 1941.

Lawrence F. Dunn, Notary Public. Commission expires March 31, 1942.



## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

### ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

### AUTHOR'S AGENT

AUTHOR'S AGENT representing factual writer specialists in many fields will submit manuscript selections on approval to house magazine editors. Special assignments also undertaken. Moderate cost covered by increased reader interest. Ernest A. Dench, Ho-ho-kus, N. J.

### EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-in, Repaired and Rebuilt. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### HELP WANTED

YOUNG MAN with direct mail experience for responsible position in small mid west firm selling ethical surgical items to the profession. Must be capable of handling correspondence, mailing campaigns, collections, and maintaining customer card file. Box No. 101, *The Reporter*, 17 East 42nd St., N. Y. C.

### LETTERHEADS

If you want a **BETTER LETTERHEAD** contact Frederick Scheff, Author "Letterhead Design," 68 Nassau St., N. Y. C.

### MAILING LISTS

TIME-**SAVING AID!** Service on thousands of specialty and hard-to-get lists. Explain your needs. Associated Services, 741 Gott St., Ann Arbor, Michigan.

### MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligrph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### PHOTO POST CARDS

KEEP YOUR MAILINGS out of the wastebasket. Use genuine photographic Post Cards and prints to get and hold attention. Surprisingly low prices. 1000 Photo Post Cards, \$17.50. Write for samples and prices. Kehres Photo Service, Dept. G, 2112 Lee Rd., Cleveland, Ohio.

## SALES LETTERS

SALES LETTER service helps you produce better Sales Letters. Monthly bulletin. Write for details and sample copy. Sales Letter, 210-R Fifth Avenue, New York City.

## WANT TO BUY

WILL BUY mail order business for cash; give full details in first letter. Box No. 102, *The Reporter*, 17 E. 42nd St., N. Y. C.

## SMOOTHING SALESMEN

Buyers everywhere appreciate the importance of the modern Salesman and the wisdom of applying the "Golden Rule" in their business relations with him.

A bright spot in a troubled world is the 8½" x 11" card recently supplied by the John P. Smith Company, Inc., Rochester, New York, to all customers. The card reads:

"Welcome, Mr. Salesman. You will receive courteous attention here, for we are mindful that our own salesmen are making their calls every day, seeking interviews and business just as you are. We therefore want to extend to you every consideration.

We are glad to have you call, because it is an important part of our business to keep in touch with new developments and changes in products and services. Can you tell us something new . . . something we should know . . . or show us how your goods or services can help us do a better job?

We know how much our salesmen appreciate a cordial welcome from their customers and prospects. And because we believe that practice of the Golden Rule should begin at home, we shall keep you waiting no longer than is absolutely necessary.

Thank you for coming to see us."

An attached note reads in part:

Additional cards are available on request as long as our supply lasts.

"Welcome, Mr. Salesman" is not original with us. One of our salesmen, calling on the Empire State Wine Company, Penn Yan, picked up a card bearing substantially the same message. He liked it so well he brought it in, saying "That's what a salesman likes to hear, particularly when performance agrees with promise, as in this case." We print our card with thanks to Empire State for their permission.

## What to Sell When Oversold

Sell goodwill, friendship, prestige, for your firm now . . . thus building a strong foundation for selling your product again when sales are needed. A Jaqua-Built House Magazine is especially designed to do this work for you.

Write for Book, "Defend Your Goodwill" . . . it gives details

THE JAQUA COMPANY  
111 Garden St. S. E., Grand Rapids, Mich.

## LETTER GADGETS

Will wake up those sleepy letters and keep them out of the waste basket. Your waste basket letters can't sell for you, and require just as much postage. Have you seen the new Strip-O-Gram, the Infra-See secret paragraph letter and the new Pop-Ups? If you haven't seen my new 10-page catalog, write for it—

A. MITCHELL  
326 N. Michigan Ave., Chicago, Ill.

## "Here's a Thought . . ."

says F. W. McKee of The Salem China Company, Salem, Ohio, and continues: "Since there is such a great shortage of paper and foil, why shouldn't some of the concerns who send out book matches indiscriminately to their mailing list, make some effort to find out if the recipient smokes?"

A person can't help feeling a good deal like the rooster who was scratching in the garden and when he turned up a gold nugget he expressed regret that it was not something he could eat."

*Reporter's Note:* Why restrict the thought to matches? After twenty long years of preaching about the importance of mailing lists, I've come to the conclusion that most Direct Mail men like to waste money on bum mailing lists. Or else they are just too lazy to make sure that every name is on the list for a real purpose. Talk about economizing. If every advertising manager would weed out the dead wood on his mailing list, he wouldn't have to worry about budget costs.

# HOW TO WRITE A PRESS RELEASE

You folks who like to get publicity for your brain children should read this little tale carefully.

First enjoy a breezy, friendly letter from Bill Robinson of the Ahrens Publishing Company, 71 Vanderbilt Avenue, New York City:

We're not just trying to be different in sending you two publicity releases instead of one. We're being intensely practical. Here's the plot:

"How to Advertise and Sell to Hotels and Restaurants" is a new booklet that we've just issued. I've enclosed a copy and, although I don't flatter myself that you will take the time to read it, you might look it over rather carefully. There are some ideas in it that are a little different from those contained in the run-of-the-mill promotion pieces. Sorry . . . there are no pretty pictures of naked women.

The reason for the two news releases is that we're trying to save you a little work. Having written publicity stories myself, I know only too well what a drudge it is. The longer release is written in a lighter vein—in case you feel a little frivolous this morning. The other is straight stuff without the trimmings.

Naturally, we'd like you to use the flighty release (if for no other reason than it's longer and will give us more display). But beggars can't be choosers . . . and you're the doctor.

Thanks for any attention you can give this request, etc., etc.

The short press release was written in the usual, stilted, stodgy fashion so much admired by the boys and girls who have just graduated from journalism (and never forget it). This release we tossed immediately into the waste basket—our custom with most releases. The second release is herewith printed in full, first to warm the heart of a good salesman, Bill Robinson and second to pass along really worthwhile information to *Reporter* readers on:

- (a) How to get publicity
- (b) How to get a booklet which is a good model for many types of promotion.

## AHRENS BOOKLET DISCUSSES "EMERGENCY ADVERTISING"

Here's a publisher's promotion piece that's quite a bit different from most of those that trickle (?) in in carload lots over the editor's desk. To begin with, the reader might be interested to know that this new Ahrens booklet will fit an ordinary size waste basket . . . no super de-luxe, extra size receptacles needed, for this is a pocket size booklet.

Even though it's pocket size, it isn't recommended for catch-as-catch-can reading on a crowded subway. Ahrens Publishing Company, who publishes *Hotel Management*, *Restaurant Management* and *Hotel World Review* (they asked us to please get in the foregoing commercial at least once), readily admit that the booklet is not meant for light reading.

But to get down to business, the booklet is called "How to Advertise and Sell to Hotels and Restaurants." Quite a mouthful, but then the title is typical of the inside contents, which are also quite a mouthful. For a change, here is a publisher that doesn't try to hide his story behind a flock of pretty pictures, humorous copy and four color etchings. His only attempt at flash is a brilliant red cover.

The book is divided into six chapters, beginning with an introduction. It follows with: a statistical picture of today's conditions in the hotel and restaurant fields; an analysis of up to the minute market facts (almost entirely in chart form); some easy to read suggestions on how to set up a sales department for selling these fields. From this point the booklet discusses copy angles for advertisers, including an interesting analysis of several representative ads made by readers of Ahrens publications.

After they dispose very neatly of this marketing section, the publishers get down to the real guts of their story . . .

a story that is as up to the minute as Ford's new plastic car. This last chapter is headed "How to Sell Under Oversold Conditions," and packs a real wallop. There are ten pages of down to earth facts about what some advertisers are doing to sell under current oversold conditions and plenty of good suggestions that the publishers make themselves for advertisers who are in a dilemma about how to write copy when you haven't anything to sell, what to do with idle salesmen, how to carry on educational sales and advertising programs and how to set up an effective service department.

And here's the piece de resistance: We've searched high and low throughout the 36 pages for a circulation comparison, a lineage statement or even a veiled dig at their competitors, but, believe it or not, we couldn't find a thing. As a sort of after thought, the booklet devoted one single page to the three publications, and that only to describe the special services that an advertiser is entitled to.

*Final Note:* First time in many a year that we've printed a press release without a single stroke of the blue pencil.

## A PREDICTION

To all who have followed the fight against franking misuse and who have read the report in this issue *carefully* . . . WE PREDICT that the present Federal Grand Jury investigation and the prosecution of various indicted individuals (past, present and future) will eventually develop into a clean-cut, knock-down and drag-out fight between the Nazi-blessed America First Committee and the Government of the United States of America. The America Firsters are behind most of the efforts to squelch the investigation. One America First official boasted that Fish would *never* appear before the Federal Grand Jury *because* "We'll fix that." Legal guns defending the indicted are palsy-walsey with America Firsters. The battle line will soon be clearly defined. The fans in the court room audience will be separated by only one question: "Are you rooting for the Government of the United States of America—or are you cheering in your heart for the Nazi-blessed America-Burstlers."

## THE REPORTER

These are the

# RISING PAPERS



*Direct Advertising Papers\**

*Bond and Writing Papers\**

*Ledger Papers*

*Index Bristols*

*Wedding Papers and Bristols*

\*Envelopes-to-match, made by the Old Colony Envelope Company, are available in any of the Bond and Writing and Direct Advertising Papers.

How long can high quality in paper be maintained? Rising's answer to that is established by nearly half a century of experience in paper making. In good times and bad, in lush years and lean, in peace and war, Rising Paper Company has always made papers of quality. It will continue to do so!

Here is Rising's family of quality papers:

Olde Quill Deckledge  
Red Lion Text  
Intralace

Rising Parchment, 100% rag  
Finance Bond, 50% rag  
Rising Bond, 25% rag  
Winsted Bond, #1 sulphite, air dried  
Line Marque

Danish Ledger, 100% rag  
Finance Ledger, 50% rag  
Fiscal Ledger, 25% rag

Rising Number One Index, 100% rag  
Finance Index, 50% rag

Fiscal Wedding & Bristol, 25% rag  
Platinum Paper & Bristol  
Winsted Paper & Bristol

Rising Papers cover a wide field of use in business and industry. Ask your Rising merchant for sample sheets and printed specimens.

RISING PAPER COMPANY • Housatonic, Massachusetts



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## SUPPLIES FOR MULTILITH

BLANKET AND ROLLER WASH

DEOXIDE

(For counter etching the plate)

PROTEX — Emerald — for regular plates.

PROTEX — Red — for Duplex plates  
(For etching the plate)

REPELLO CONCENTRATE

(Water fountain solution)

U-NEEK PLATE COATING SOLUTION (Ready to use)

GUM — E-Z

(Liquid Gum)

PLATE INK

(Black — washes off freely with water)

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(Protects plates for future use)

RUBBER BLANKETS 10 x 15 1/4"

(Punched and scalloped edges ready to fit on press)

ROLLER CLEANING ATTACHMENT

(For cleaning inking rollers without removing them from the press)

OFFSET LITHO INKS OF SUPERIOR QUALITY

(Especially formulated for use on Multilith presses)

May we quote you on your requirements? We are confident you will find our prices of interest.

### THE FUCHS & LANG MFG. COMPANY

(Established 1870)

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